APRIL 22, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Because a

KLZ

Denver

Program is a Paying Proposition

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

IN 1945 OUR POSTMAN DELIVERED 560,861 PIECES OF MAIL TO THE WNAX MAIL ROOM

This gratifying audience mail response means . . .

LISTENERSHIP

LISTENERS' LOYALTY

SALES INFLUENCE

A MAJOR MARKET

Do you want ratings or listeners who really respond? Seven out of every ten letters received contained money or orders

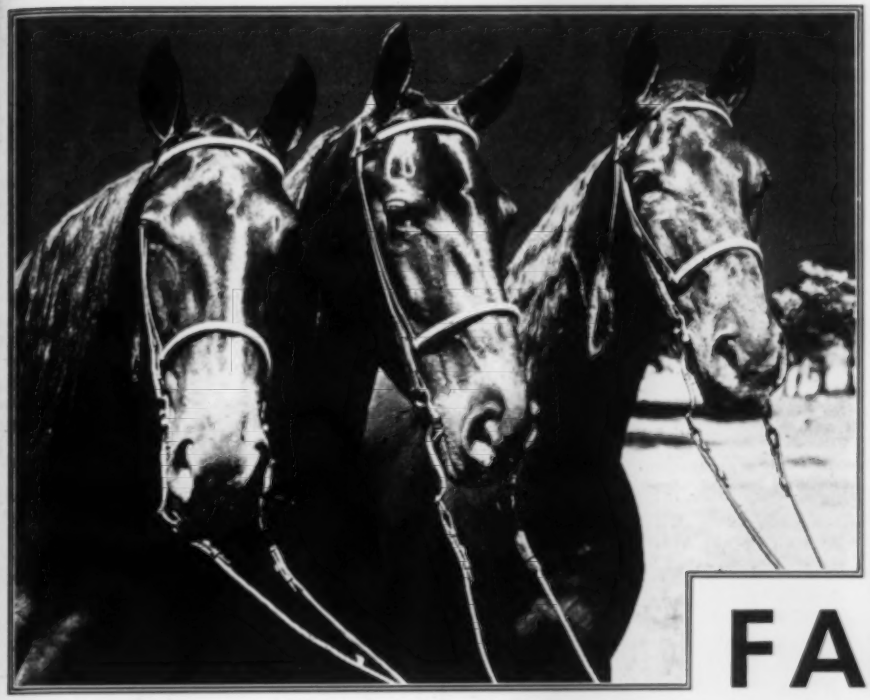
WNAX

A Cowles Station

SIOUX CITY • YANKTON

AFFILIATED WITH THE AMERICAN BROADCASTING CO.

WNAX IS AVAILABLE WITH KRNT AND WMT AS THE MID-STATES GROUP. ASK THE KATZ AGENCY FOR RATES.



FARMING
makes millions for the NASHVILLE area

Fine horses, cattle and other products brought over 120 million dollars to farmers of the rich Nashville area during 1944 . . . Thus farm families are an important part of the more than one million people in this market area, and farm incomes add to the more than 350 million dollars spent annually in retail stores before the war years . . . The primary area of WSIX covers a large part of this sales territory with the top programs of American and Mutual . . . Get your share of this rich market with an advertising message broadcast economically over WSIX.

AMERICAN and MUTUAL

5,000 WATTS
980 K. C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative:
THE KATZ AGENCY, INC.

WSIX gives you all three:
Market, Coverage, Economy

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

BROADENING of ABC ownership base, possibly to include affiliate as well as general public offering currently understood to be under discussion by ABC chairman and principal stockholder, Edward J. Noble, and his board. When Mr. Noble acquired erstwhile Blue in 1943 he said officially he proposed to make public an affiliate offer. Reports were transaction might entail $10,000,000 issue with Dillon, Reed likely to handle.

NOW THAT anti-Petrillo bill is law, both AFM and AFRA are being watched as to new radio tactics. AFRA privately is threatening discontinuance of recordings by its members because of prospect of loss of additional performance fees on multiple presentation of same recording and more than hints it will ask doubled fees for live presentations to offset losses. Petrillo's first move may readily be another ukase against recording on ground that not even Uncle Sam can force musicians to work.

FORMATION of new national representation firm, to be known as Universal Radio Sales, being created by Wesley I. Dumm, West Coast interests, with offices to be established in New York, Chicago, to supplement those on West Coast. Station list and personnel shortly to be announced.

EXECUTIVES of *Encyclopedia Brittanica*, Chicago, reported to be conferring with Harold McClinton, radio director, N. W. Ayer & Son, New York, over sponsorship of network radio program for its *Junior Brittanica*. Program sought must appeal to junior readers and report is that children themselves will provide talent if deal goes through.

ABC TRYING to wrap up joint sponsorship with Wilson Bros. Sporting Goods of both *Esquire* Annual All-American Boys Baseball contest and professional East and West championship football games from Chicago this fall. Ed Borroff, ABC vice president for Chicago Division, conferred with Ed Smith and Lowry Crites of General Mills in Minneapolis, Friday. Mr. Borroff also hoped to return with signed contract from General Mills for sponsorship of 8-8:15 a.m. (CST) portion of ABC *Breakfast Club*, completing full-hour sponsorship. Swift Packing Co. and Philco Radio Corp. now have remainder of show.

ONE result of FCC's Blue Book portending regulation of program content may be several far-reaching basic research projects looking toward overall program analysis as distinguished from ordinary types of rating surveys.

WITH staff constantly growing, NAB is popping out at seams in present row-house quarters in Washington but has orbs focussed on larger premises not far from N St. headquarters. NAB lost out on deal for former FBI

(*Continued on page 102*)

Upcoming

April 22: AP Annual Membership Meeting, Waldorf-Astoria, New York.

April 22-23: NAB Small Market Executive Committee, Statler Hotel, Washington.

April 23-25: ANPA Annual Meeting, Waldorf-Astoria, New York.

April 24: Peabody Awards Dinner, 7 p. m., Hotel Roosevelt, New York.

April 25-26; NAB 2d District Meeting, Hotel Roosevelt, New York.

April 29-30: NAB 5th District Meeting, San Carlos Hotel, Pensacola, Fla.

April 29-30: Radio Mfrs. Assn. Spring Meeting for Transmitting Tube Groups, Penn-Harris Hotel, Harrisburg, Pa.

April 30-May 1: City College of New York Conference on Radio and Business, Hotel McAlpin, New York.

(FCC Hearings Schedule page 93).

Bulletins

SECOND week of clear channel hearings befor FCC was concluded late Friday afternoon with testimony by Frank P. Schreiber, manager of WGN Chicago, and Hal Totten, WGN farm director. Mr. Schreiber told the Commission that "at no time has any advertiser ever attempted to interfere in any manner with news content or news slant of any program." Sessions were adjourned until today (Monday) to meet at Archives Bldg., 7th & Pennsylvania Ave. N.W., Washington.

WITHDRAWAL of United Bcstg. Co., Cleveland, television application, announced Friday by FCC, brings total dropping out to 32. Commission same time granted dismissal requests of Knight Radio Corp. and the Akron Radio Corp., both applicants for FM in Akron.

Business Briefly

KITCHEN ARTS APPOINTS ● Kitchen Art Food Co., Chicago (Py-O-My crust, Rice Feast etc.) appoints Schwimmer & Scott, Chicago to handle advertising, with radio expected to get considerable portion of budget.

'CORONET' CANCELS ● *Coronet* Magazine through Schwimmer & Scott, Chicago, canceling all spot advertising on 139 stations. Reason: "Temporary emergency."

K C CAMPAIGN ● Jaques Mfg. Co. (K C Baking Powder) expected to begin 5-minute transcribed and spot campaign on 30 South and Southwest stations in July. Agency, MacFarland-Aveyard & Co., Chicago.

KMA APPOINTS AVERY ● Earl E. May, president May Broadcasting Co., announced appointment Friday of Lewis H. Avery Inc. as exclusive national representatives of KMA Shenandoah, Iowa, effective, June 16.

EASTER PARADE VIDEO ● Esmond Mills Inc., New York (Bunny Esmond baby blankets), will sponsor ABC telecasts April 22, 24 and 26 over WRGB Schenectady of films of Easter parades at Atlantic City, N. J. and New York. Company's public relations counsel Flanley & Woodward, arranged contract.

LOUIS-CONN BOUT SPONSOR

PUTTING an end to speculation about broadcasting of Joe Louis-Billy Conn championship fight June 19, J. P. Spang Jr., president of Gillette Safety Razor Co., announced last week that Gillette would sponsor broadcast on full ABC Network in United States plus the Dominion Network of CBC, with supplementary stations bringing total outlets to more than 250. In addition report will be shortwaved.

Gillette regularly sponsors Friday night bouts from Madison Square Garden on ABC Account handled by Maxon Inc., New York. Gillette also sponsors telecasts of bouts on WNBT New York, but as yet the sale of the television rights to Louis-Conn match has not been announced.

FM Policy 'Misunderstood' Declares FCC

CLAIMING "misunderstanding" of its April 10 reply to Senate Small Business Committee's report on FM [BROADCASTING, April 15] FCC late Friday issued public notice that "one to a customer" policy is "procedural policy affecting the order in which FM applications are being processed. It is not substantive policy affecting the number of stations which ultimately may be granted to a single applicant." FCC quotes multiple ownership rule, limiting FM stations to six per one owner, repeats April 10 release, and adds:

"The one to a customer policy applies only to applications which do not go to hearing. It has no impact on cases where it is necessary or believed desirable to hold a hearing—for example, cases where the number of applications for a particular community exceeds or is approximately equal to the number of available channels. In all hearings cases the Commission will, as soon as possible after the hearing is held, render a decision upon the basis of the record."

Citing April 10 release, Commission said after it had (1) made "one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations," and (2) it has reached the point "where it has acted upon everything except applications from people who have already received an FM grant," FCC "will then make a thorough study of the situtation to determine how it should proceed with the consideration of further applications."

LIVE TALENT—ALIVE TO YOUR COMMERCIAL OBJECTIVE
NO. 5 OF A SERIES

TALENT... with the DeMarcus Touch

Here is the man whose sure, deft touch is building ever-larger audiences for WIBC live talent shows . . . Brad DeMarcus, Production Manager.

To Indianapolis' fastest-growing station, Brad has brought an experience in radio that began 25 years ago . . . his career having seen him first in the role of musician, making his initial broadcast in 1921 from New York's WEAF . . . then, in Chicago and Hollywood, as script writer for many prominent radio personalities and producer of network shows . . . and, during the war, as radar and communications officer, in which capacity he taught combat control of aircraft.

Brad DeMarcus is a busy man at WIBC these days . . . building new live talent shows and planning still others which will soon be before the microphones. For all of this is part of the WIBC plan to provide each and every sponsor with a program tailored to his own particular need . . . a program created by live talent—*alive to the commercial objective.* Your John Blair man will fill you in on details—will show you just what we have to offer. How about seeing him today?

JOHN BLAIR & COMPANY · ***National Representatives***

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

Wood Pulp Industries...
Highest Production In United States

World's Largest Diversified Paper Mill at Camas, Washington

Washington State—the nation's *Number One* producer of wood pulp—turns out *more than one-tenth of all* the pulp produced in the entire United States! It produces more than 1,250,000 tons of pulp *annually! First* in pulp and twelfth in paper products, the annual payroll in the state's pulp and paper industry has climbed from $4,800,000 in 1927 to an estimated $30,000,000 in 1946.

Washington's 20 pulp and paper plants make a wide variety of products—from tissue for wrapping fruit to sulphite pulp used in the manufacture of industrial alcohol. Modern reforestation methods guarantee the continued growth of the pulp and paper industry.

Most of the annual payroll of this industry—about $30,000,000—flows through the rich Seattle-Tacoma market.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia programs to Seattle, Tacoma and the rich surrounding country.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.
PROMOTION: Winfield Levi.

NEW YORK BUREAU

250 Park Ave. *PLaza 5-8355*
EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, *Asst. New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HEmpstead 8181*
David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

KSO Flash!

Back again after five years . . .

Major League Baseball

Every Weekday Afternoon

featuring

Gene SHUMATE

Veteran KSO Sports Announcer

Sports-hungry Central Iowans are *again* enjoying major league baseball broadcasts for the *first time* in five years. Out here where batting averages vie with the grain futures for *top* interest, Gene Shumate's weekday afternoon broadcasts on KSO capture a *large, responsive* audience. For the *best in sports*, folks in Central Iowa tune to . . .

KSO

DES MOINES, IOWA • 5000 WATTS

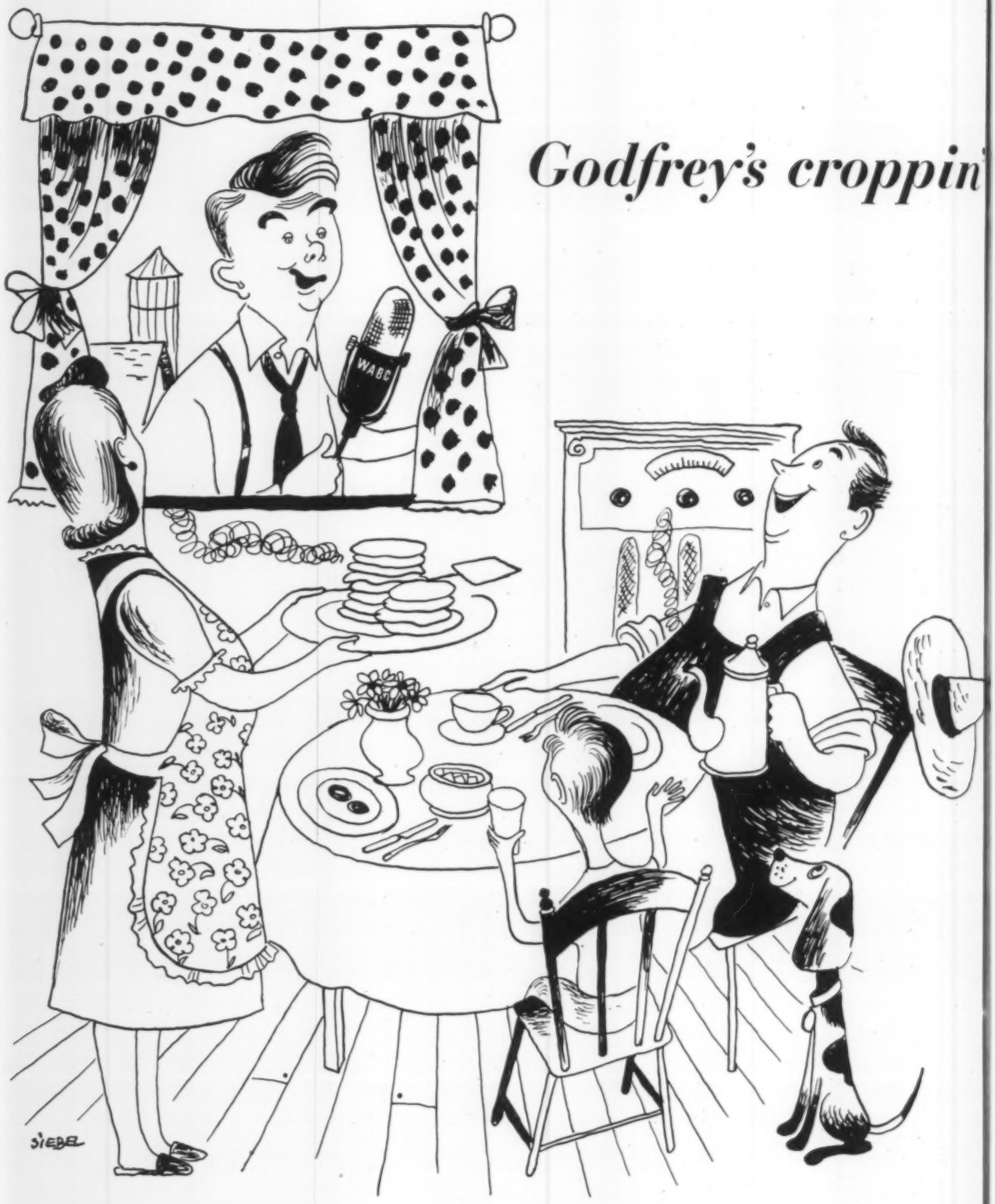
Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner George J. Higgins, General Manager

Represented by Headley-Reed Co.

Iowa's TOP Sports Station

CBS



Godfrey's croppin

in' up at a new time...

To say hello to lots of new folks. Particularly, farm and rural folks.

April 22 is the day...6:00 A.M. is the time.

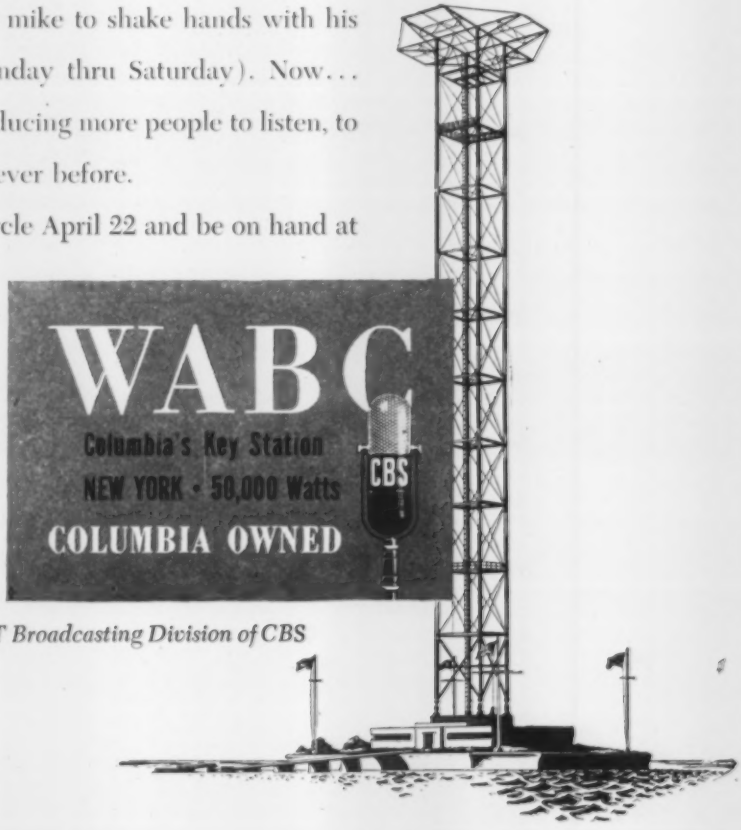
Yes, Godfrey's adding a half-hour to his WABC show...a new thirty minutes geared to meet the need and taste of hundreds of thousands of rural and farm families.

There'll be farm news...odd and interesting local items... expanded weather reports...and special "old time" tunes.

All this—in the inimitable Godfrey manner.

You've heard Godfrey. You know the crazy, cozy, comfortable way he reaches across the mike to shake hands with his audience (6:30-7:45 A.M. Monday thru Saturday). Now... he'll be making more friends, inducing more people to listen, to laugh...and to *buy* more than ever before.

If your calendar is handy, circle April 22 and be on hand at 6:00 A.M.—when Arthur Godfrey extends his program, for town *and* country alike.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Continuous PUBLIC SERVICE IN LINCOLN MEANS

KFOR

Here is more evidence of KFOR leadership in public interest broadcasts in Lincoln. Below are excerpts from a letter to Mr. Mel Drake, from Captain C. J. Sanders of the Nebraska Safety Patrol.

"We wish to take this means of sincerely thanking you and Mr. Fred Hess (KFOR news editor) for your co-operation in bringing traffic safety before the people... We have received numerous and favorable comments upon our transcriptions... Your station is to be complimented for its outstanding programs."

Represented by Edward Petry Co., Inc.

KFOR

Nebraska's Capital City Station" LINCOLN Nebraska

Gordon Gray, General Mgr.
Harry Peck, Station Mgr.

BASIC AMERICAN MUTUAL NETWORKS

Feature of the Week

Engineer Frickey, Manager Bramstedt, and Pilot Herb Hager (l to r).

"MUSH" may have meant trouble with arc transmission to early broadcasters, but to KFAR Fairbanks, Alaska, it signals the opening of the annual Fairbanks Dog Derby and Ice Carnival.

The Western Hemisphere's northernmost commercial station this year gave its most complete coverage of the unique dog team competition, handling 16 remote broadcasts during the four days it was held. Competition took place in March.

With temperatures averaging ten degrees above zero, KFAR covered the event through two and a half hours of continuous broadcasts. The Chena River, where the races were held, was frozen to a thickness of two and a half feet.

Center of interest was the 26½ mile dog racing competition, with ten teams of malamutes entered. Chief Engineer August Hiebert mapped out the complicated pickup strategy. Announcer Ed Stevens was at both the starting and finishing points along the ice-bound Chena River.* At check point number one, the rurally located KFAR transmitter, were Bob Reidel and Jack Walden, announcer and engineer, respectively.

Announcer Allan Walker and Engineer Jay Bickel were at the Chena Pump Station, nine miles from Fairbanks. Manager Al Bramstedt with Engineer Hirschel Frickey covered from a plane.

Plans are underway to relay next year's Dog Derby and Ice Carnival broadcasts to a major network.

** Editor's Note—We don't know how he made it, but if he beat the malamutes, our money is on Stevens for next year's races.*

Seller of Sales

MAL GLASCOCK would rather sell an idea than time. But as the time sale usually follows the idea—the painless way—everyone goes away happy, the client, the station, and especially Mahlon Glascock.

Mal

The sales manager of such a closely integrated operation as exists at WRC-NBC Washington has to know programming, publicity, showmanship and public service in addition to the rate card. "Even the client gets into the act," says Mal.

So much a Washingtonian that his old swimming hole was the Tidal Basin—before it became fancy—the 39-year old salesman became interested in radio young in life. His brother tinkered with radio with Mal on the sidelines. "That memorable day when we got KDKA probably decided my fate," he says.

A Yale man, class of '30, he won the intercollegiate diving championship in 1928 and placed third in the National AAU's diving championship. When he returned to Washington after graduation, he wrote "dozens" of letters of application and got three answers. One of them was from Washington's R. D. Wyley agency where he worked for two years before joining Robert N. Taylor Inc. Advertising.

From '33 to '42 he was with Lewis Edwin Ryan Agency, also in Washington, serving as account executive, radio director and copy chief. Then in 1942 as sales manager.

He sold himself so completely on his "Gardening for Victory" show idea—now a veteran WRC program — that he canned 79 quarts of his home-grown string beans last year. Of course, his wife, the former Jean Shibley, probably had at least a finger in the project, too, along with six-year-old "Duke" and four-year-old "Duchess."

Finding that business often mixes with pleasure, Mal has clinched many a program over a short beer at Washington's Touchdown Club, where he is a member. Other clubs are Washington Sales Representatives and the Advertising Club.

to reach two Pennsylvania sales-rich markets BUY...

WEST EASTON, PA. (PHILLIPSBURG, N. J.)

WAZL HAZLETON, PA.

NBC MUTUAL

Represented By Radio Advertising Co.

don't do it the hard way . .

USE ALLEN Prescott

. . THE WIFE SAVER*

to get results in your market(s)!

*NBC Produced . . for better programming
NBC Syndicated . . for low cost

• Here is the same Allen Prescott who set the nation giggling via the nation-wide network of NBC . . the same light-hearted, sharp-witted personality who created that fabulous character, THE WIFE SAVER . . the same show that has brought fan mail by the carload to a score of nationally known advertisers.

ALLEN PRESCOTT . . THE WIFE SAVER is now NBC Recorded and available to do just as *big* a job of building audience response for *local*, *regional* and *national spot* advertisers . . at a low cost made possible only through nation-wide NBC syndication.

Full of uproarious informality, THE WIFE SAVER features the unforgettable Allen Prescott . . with Brad Reynolds as his naïve stooge and songster . . with fresh new scripts that are full of laughs and information . . all under the experienced direction of NBC.

It's a *women's show* . . because it's packed with valuable information (from washing walls to boiling okra) for Mrs. Housewife. It's a *family show* . . because it's brimming over with laughs for everyone. It's a *rare package of entertainment* . . any way you look at it.

Any product or service that commands a woman's attention . . any advertiser who is seeking feminine buying power . . will make a resounding splash in the local population pool with the laughable, lovable, hilarious antics of ALLEN PRESCOTT . . THE WIFE SAVER.

Program length: 15 minutes
Schedule: 3-a-week for 52 weeks

Write today for complete brochure and audition records

NBC . . Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

What makes a Television F

A TELEVISION FACILITY is *made* when the working units required to produce a television show are manned by specialists who *know* the techniques of television broadcasting.

For example, NBC's four-set, 21-character visual adaptation of DuPont's Cavalcade of America production, CHILDREN OF OLD MAN RIVER, recently presented from the "vest pocket" stage of NBC's live-talent studio 3H, prompted Billboard's reviewer to rave:

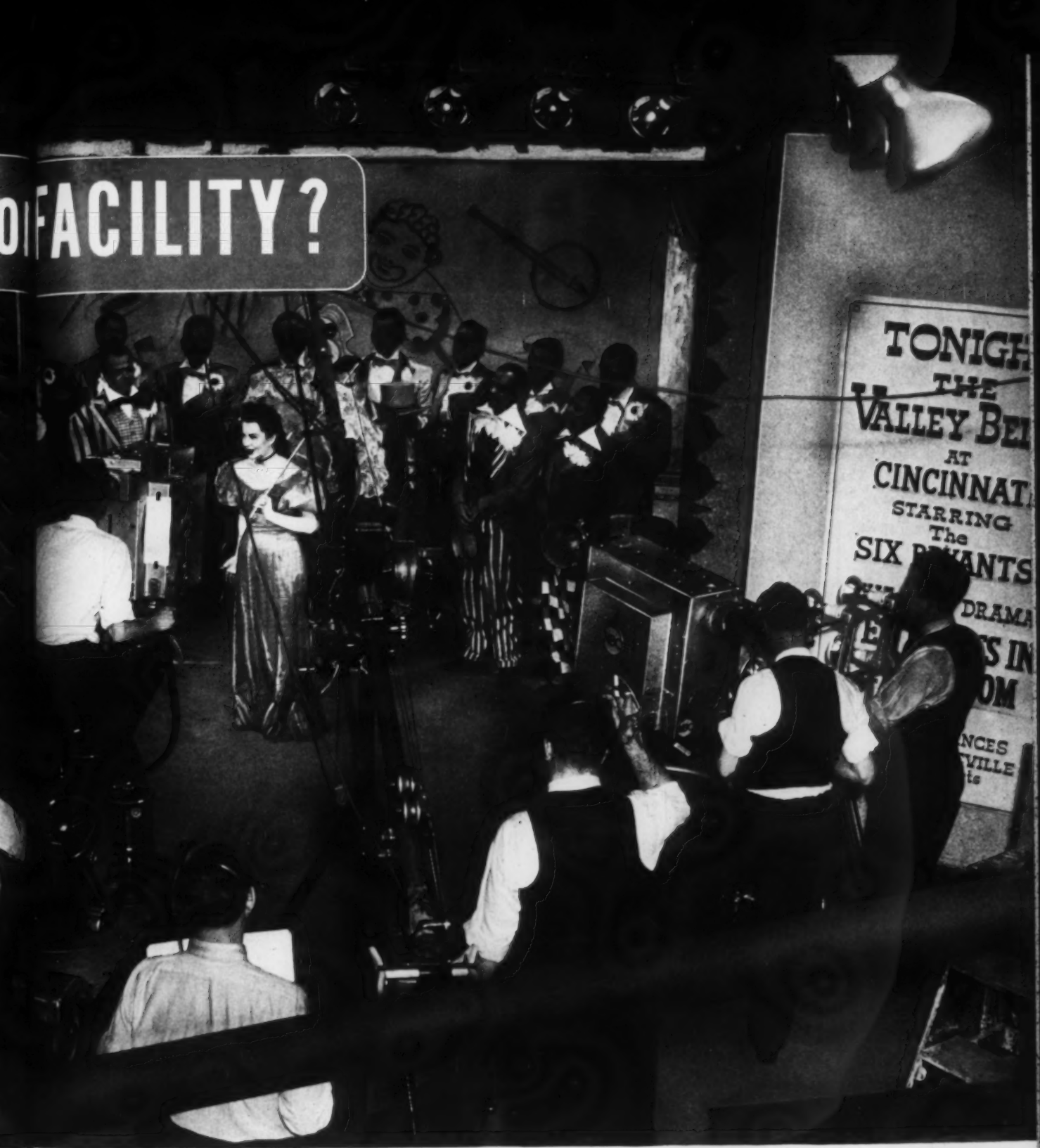
"Once again the first network in video proved why it's first . . . The production was top drawer. The camera handling was tight and the lighting was nothing short of a miracle . . ."

What *makes* a television facility is not equipment alone, but a combination of fine equipment and its employment by men with imagination, skill and experience. Such a combination is one reason why NBC offers the finest broadcasting facilities in television.

What makes WNBT the best media buy in Television today?

At WNBT the finest television studio, field and transmitting equipment in the business, is operated by specialists who are also experts in showmanship, stagecraft and television technique. NBC producers, writers, technicians and engineers are backed by the longest, continuous practical experience in television.

Whatever your requirements—whether you produce your own shows with NBC experts . . . whether your ideas



are developed and produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers short-cuts and economies made possible by its planning and long production experience.

NBC TELEVISION

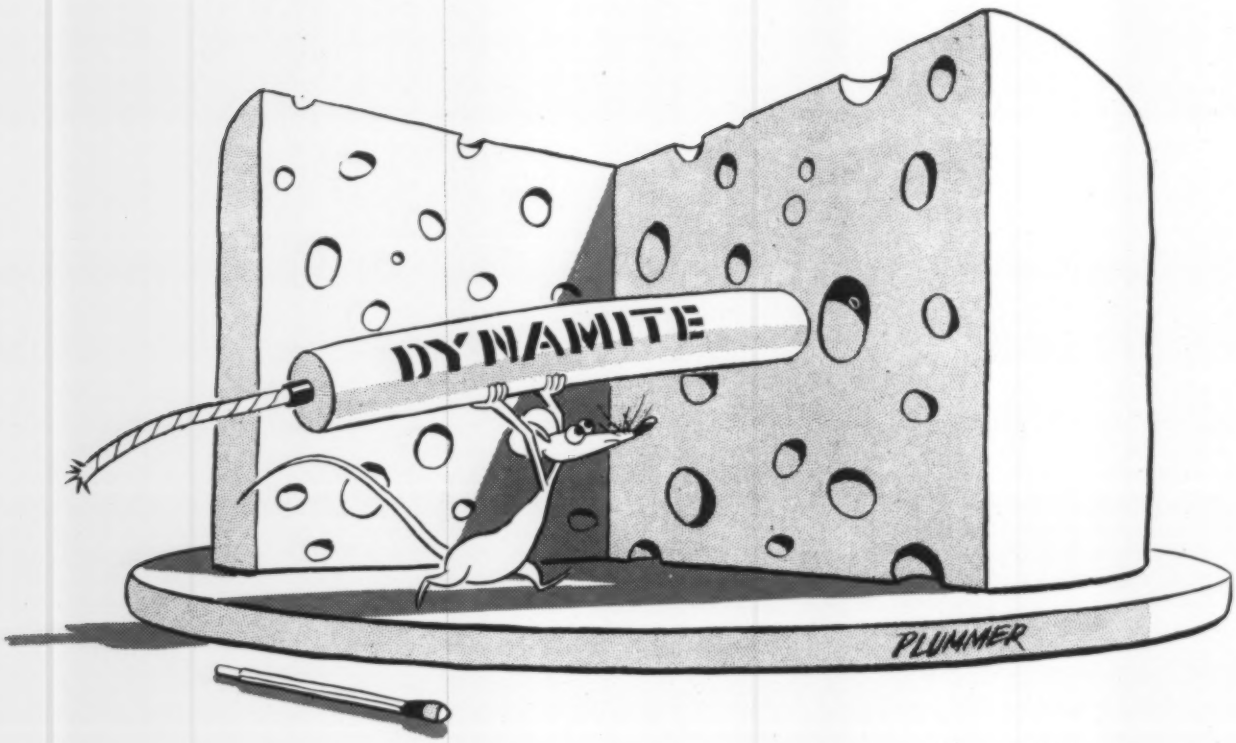
WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● Sometimes the best way to attack a merchandising problem is just to gnaw patiently away at it—but sometimes a little extra *dynamite* will knock off a lot bigger results, at lower ultimate costs.

If you've been gnawing away with patience, fortitude (and perhaps a few 100-word announcements) let us tell you about some of the really hot locally-produced *shows* that are now available here and there in your choicest markets. Many of these shows have ratings as high as popular network offerings—and can be obtained at circulation costs you simply wouldn't believe. Want the facts?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 5373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 645 Griswold St. Cadillac 1880 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 16 WASHINGTON, D. C., APRIL 22, 1946 $5.00 A YEAR—15c A COPY

Improved Facsimile Is Unveiled For Press

Hogan, Finch See Future Daily Service

FACSIMILE, the transmission of written, printed and illustrated matter by broadcast or wireline, emerged from its wartime wraps last week as Finch Telecommunications and Radio Inventions unveiled for the press postwar models they will show this week to newspaper executives attending the AP and ANPA meetings at the Waldorf-Astoria, New York. Previously, on April 12, both companies held private showings for the FCC [BROADCASTING, April 15].

Finch apparatus will be displayed in a suite taken by that company at the Waldorf. Radio Inventions will show its equipment in the auditorium of the General Electric Bldg., 570 Lexington Ave., a block from the hotel. On Wednesday at 2:30 p.m. RI will repeat last week's demonstration in which material was sent from the transmitting unit by wire to WBAM, FM affiliate of WOR New York, and to W2XR, experimental facsimile station of WQXQ, FM affiliate of WQXR, and received back from those stations on recorders.

Finch at ASNE

Capt. W. G. H. Finch, USNR, head of the firm bearing his name, was scheduled to appear before the American Society of Newspaper Editors, meeting at the Statler Hotel, Washington, Saturday, to participate in a discussion of facsimile and to demonstrate his equipment.

Equipment of the two companies differs in many details, but both use the same general method of transmission and reception and the quality of the copy received on the recorders of both organizations is much the same. Copy is scanned at the transmitting end by a photo-electric cell which changes the blacks and greys into electrical signals. At the receiving end the signals are recorded on electro-chemical paper which reproduces the transmitted material with approximately the fidelity of a 100-screen half-tone.

Both systems reproduce copy approximately 8½ inches wide, permitting reproduction of four standard newspaper columns of type with ample margins. In both systems the copy is recorded across the page, starting at the top, the paper emerging from the top of the receiving unit as it moves up in the receiver. The RI system demonstrated handled copy at the rate of 28 square inches a minute, roughly 300 words of standard typewriter type. The Finch high-speed unit produced 44 square inches a minute, or about 500 words of typed copy. Finch also demonstrated a slower unit handling about 15 square inches of copy a minute.

John V. L. Hogan, president of Radio Inventons, and Capt. Finch both pointed out that higher speeds are obtainable if they are desired. Mr. Hogan said the speed of his system had been set arbitrarily somewhat above the average reading speed to enable the transmission of illustrated text without the reader having to wait for the next line to come up, as he had to do in prewar days.

Duplex Demonstrated

Machines demonstrated by Finch were duplex models, with botn transmitting and receiving units housed in a single cabinet, approximately 16x16x12 inches in size and weighing about 75 pounds. Unit holds a 100-foot roll of paper good for about three hours of continuous operation. Capt. Finch said the paper would cost about 40 cents for the 100-foot roll, which would deliver something over 100 pages of 8½x11-inch copy.

RI transmitting equipment re-

(Continued on page 85)

OFFICIAL INSPECTION of facsimile by FCC revealed new equipment developed by Radio Inventions Inc. and Finch Telecommunications Inc., New York. Among those looking over RI receivers were (l to r): Maj. E. M. Stoer, vice president of Hearst Radio; Charles R. Denny Jr., acting FCC chairman; George P. Adair, FCC chief engineer; Ewell K. Jett, FCC commissioner; Benedict P. Cottone, who was appointed acting general counsel last Wednesday. (Other pictures, pages 85, 86.)

INS Lodges Protest Against FCC Blue Book Definitions

PROTEST against terms and definitions in the FCC's Blue Book report of March 7 was filed Thursday by International News Service, which claims it has been damaged and asks clarification to redress this injury.

Filed by Robert W. Brown, INS executive news editor, the protest shows how FCC's conceptions of news programming put both INS and stations in an unfair position not justified by the facts of actual broadcast operation.

Mr. Brown was asked by Commissioner Denny, with whom he discussed the INS petition, to submit revised language, establishing other standards for a "local news program" as against a "wire service program." Mr. Brown said he would submit such an amendment after consulting with INS clients.

INS challenges the Commission's definition of a "wire program" in contrast to a "local live program," as any program "the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer."

The news association also objects to the FCC's classification as "wire" any news program based partly on teletype and partly on local news if 50% or less of the news volume is local, and "local live" if more than half the volume pertains to local happenings. FCC's report states that programs based on teletyped material resemble network and transcribed programs in that they are syndicated to scores or hundreds of stations.

Acting on behalf of local independents and as a "friend of the court," INS asks if licensees "actually or theoretically lose full and proper credit for many hours devoted to the dissemination of news 'in the public interest' merely because most of that news was transmitted by teletype?"

A stipulation that more than half the program be devoted to local news to be classified as "local live" might lead to poorly handled, unbalanced news presentation with padding of local news so programs can be credited as "local live" in the four "relevant" programming factors outlined in the FCC report, according to the INS brief.

INS points out that many times foreign or domestic news out-

(Continued on page 95)

ABS Liquidation Begun by Versluis

Assets of $15,000 Against Liabilities of $279,000

STEPS toward liquidation of Associated Broadcasting System, proposed fifth network which discontinued permanent line operations last February after a five-month tenure, were undertaken last week by Leonard A. Versluis, president, and owner of WLAV Grand Rapids. He advised creditors that total liabilities are $279,000 while total assets are about $15,000. This would represent roughly 12 cents on the dollar.

Mr. Versluis has advised stations affiliated with the network that immediately after operations were discontinued in February, personnel was cut to a minimum and offices and utilities were relinquished. It was agreed by the stockholders that Associated be liquidated "with as little expense to the creditors as possible."

While the $15,000 asset figure, which included cash on hand, collectible accounts receivable and estimated proceeds from sale of equipment, is not final or exact, Mr. Versluis told former affiliates that this estimate was the best possible if Associated settled directly with creditors without the intervention of a receiver or bankruptcy.

Action which Associated will take will depend upon response from the receivers, Mr. Versluis declared. Settlement out of bankruptcy would be possible only if all creditors agree, he pointed out.

Expressing regret over the outcome of the venture, Mr. Versluis said those in control of the corporation did everything possible to make the network a success but that the outcome "is due largely to circumstances beyond our control." Creditors were asked to advise whether they would be willing to cooperate on the voluntary distribution of assets without resort to receivership or bankruptcy.

Test Serta

SERTA WHITE CROSS Inc., Boston and Worcester, Mass. (mattresses), April 24 starts *Pleasure Parade*, transcribed variety series, on WNAC Boston and WAAB Worcester, Wed. 7:30-7:45 p.m. Agency is David Malkeil Adv., Boston.

Mennen Spots

THE MENNEN Co., Newark (Quinsana Athlete's Foot Remedy), this summer will start a spot campaign on an undetermined number of stations throughout the country. Company also is planning to use a spot schedule for Quicool, prickly heat powder. Schedule starts near future in the south and will expand during the summer months throughout the country. Agency is Kiesewetter, Wetterau & Baker, New York.

Over 3,000,000 Transmitter Tubes To Be Released by Navy, Signal Corps

OVER 3,000,000 transmitter tubes, of which some types are suitable for broadcast use, have just been declared surplus or are about to be released by the Signal Corps and Navy, according to the War Assets Administration. They are being screened before decision is reached on their disposal, according to W. S. McCachren, chief of Technical Section, Capital & Producers Goods Division of the WAA Electronics Branch.

Meeting of WAA electronics officials and representatives of tube, transmitter and set manufacturers is slated within a fortnight to discuss best methods of using tube surplus, now totaling well over 12,000,000 items of transmitter and receiver types. Preliminary discussions have been held.

The total includes 400,000 cathode tubes of all types and over 7,000,000 rectifier, x-ray and special purpose types.

Value of transmitter tubes ranges from cost to the government of $1.50 to over $1,000, the average being between $4 and $5. Some high and ultra-high frequency models are in the stock, still held in military depots.

Signal Corps equipment contained in warehouses in the U. S. representing total cost value of $484,247,642, has been declared surplus since May 1, 1945, according to a War Dept. announcement last week. WAA has sold and shipped to buyers $210,036,755 worth of this equipment. In addition, the Signal Corps is conducting a surplus disposal program by selling undelivered items direct from the plants, and allowing surplus items in overseas theaters to be sold abroad by Foreign Liquidation Commission.

Electrical and radio material accounts for 9% or $23,000,000 of the total critical reconversion materials turned over to Federal disposal agencies by the Navy since Sept. 22, 1945, the Navy said last week. Materials are placed in the charge of WAA.

Seattle Contracts

WITH CONTRACTS retroactive to Jan. 1, 1946, and following nine months of negotiations, four major Seattle network affiliates have signed wage agreements for announcers and other talent with newly organized Seattle Local of AFRA. Minimum announcer wages were set as follows: $65.00 weekly at KOL (MBS), KJR (ABC) and KOMO (NBC); $67.50 per week at KIRO (CBS). Fees for programs are $5.50 minimum plus $2.20 rehearsal time. Specified announcers get fee when off shift. Local independents also will be organized, with negotiations to start shortly, according to Bill Corcoran, acting president of Seattle Local of AFRA, who stated that membership now totals 150 announcers, actors and singers.

K-C Campaign

JACQUES MANUFACTURING Co., Chicago (K-C baking powder), April 21 started extensive campaign on 30 stations in the South and Southwest. Handled by MacFarland, Aveyard & Co., Chicago, plans call for transcribed spots, news and locally produced programs. List of stations is not complete.

Signs CBS Pacific

AMERICAN HOME PRODUCTS Corp., Jersey City, for undisclosed product, July 1 starts sponsoring five-weekly 30-minute man-in-the-street type of audience participation program on CBS Pacific stations, Mon.-Fri. 11-11:30 a. m. (PST). Contract is for 26 weeks. Agency is Ruthrauff & Ryan, New York.

Drawn for BROADCASTING by Sid Hix

Casite Spots

CASITE Manufacturing Corp., Hastings, Mich., is currently using transcribed and live chain and one minute announcements on 232 stations to build up farm audience. Placed through Keeling & Co., Indianapolis, campaign is scheduled for at least six weeks.

AP IS CONSIDERING RADIO MEMBERSHIP

ELIGIBILITY of radio broadcasters for associate memberships in AP will be considered at a membership meeting of the press association today in New York at the Waldorf-Astoria Hotel.

AP's board of directors has recommended that broadcasters be accorded associate memberships, and the matter will be voted upon by AP's present members today. Two other major items of business will occupy the attentions of the membership: Election of six directors and the consideration of applications for membership.

Opening sessions of ANPA will be devoted to round-table discussions of matters of interest to newspapers under 50,000 circulation. General session is scheduled for 10 a. m. April 24 with ANPA president, W. H. Chandler, presiding. At 2 p. m. April 24, a session of the ANPA's bureau of advertising will be held. Another general session is set for April 25. A dinner of the bureau of advertising will conclude the convention the evening of April 25 in the hotel's grand ballroom. General Dwight D. Eisenhower will be principal speaker at the dinner.

The National Newspaper Promotion Assn. convention, scheduled concurrently with ANPA's, is expected to be attended by the largest number of newspaper promotion men in years. Its program had not been completed by week's end.

Eastman Doubles

EASTMAN KODAK Co., Rochester, N. Y., in past month has doubled its station break campaign of weather forecasts in best evening spots available. Campaign is now running on approximately 24 stations. Agency is J. Walter Thompson Co., New York.

Light Cos. Replace

ROBERT SHANLEY, baritone recently discharged from Army, and Anne Jamison, soprano, will be teamed as summer replacement for CBS *Nelson Eddy Show*, starting June 16 for 13 weeks. Sponsors are 170 electric light and power companies. Robert Armbruster continues as musical director with Frank Graham announcer. Charles Herbert remains Hollywood producer of N. W. Ayer & Son, agency servicing account.

Networks Prepare for Time Shifts

SEMI-ANNUAL industry headline —shift to daylight time in spring and back again in autumn—returns for first time in several years. With heavier commercial commitments, stations in non-daylight time cities find problem tougher than ever.

Greatest Trouble Found With Affiliates Still On Standard

APPROACH of daylight saving time, effective in many urban areas at 2 a.m. April 28, finds networks ready for the shift and stations clearing up last-minute schedule changes.

The long-dreaded spring juggling, first since 1941, is being accomplished with considerable agony by network affiliates in cities remaining on standard time. Sponsors and agencies in a large share of cases have submitted in good spirit to the new schedules.

Most striking device to meet the time dilemma is that adopted by ABC for some of its affiliates in standard time cities. ABC has worked out a recording system in Chicago which will feed delayed programs over a special hookup to some of its stations [BROADCASTING, April 1].

Programs Switched

Other networks will operate about as usual but many affiliates not on daylight time will switch programs and do their own recording of specific network shows.

Prediction of an audience decline in May, as compared with the same period in war years, is made by C. E. Hooper Inc. (see story page 91).

Network key stations in Washington, which stays on standard time, have completely revamped their schedules. WMAL, ABC affiliate, will carry most programs at regular hours, taking advantage of the ABC recording setup. Local sponsors have been protected in most cases.

WTOP, CBS-owned station, is keeping its schedule close to standard time despite the network shift. Community service programs retain present hours and many programs will be transcribed. CBS morning and night news roundups are to be transcribed for presentation at the accustomed local time, requiring a standby newsman to check for late breaks. Big evening CBS shows will be carried on daylight time on WTOP, in most cases.

Most schedules of WRC, NBC-owned Washington outlet, will come on an hour earlier, with a few exceptions. Morning NBC news roundup will be transcribed. The 9-10 a.m. hour on the network will be lost with the regular network morning schedule winding up at 11. Morgan Beatty will be carried at 12:45 p.m., an hour early, as will Lowell Thomas at 5:45. Local public service will be carried after 10 p.m. Richard Harkness will be recorded, coming at the accustomed 11:15 spot.

WOL Washington, MBS outlet, has completely revamped its schedule and will do a large amount of transcribing. The 5-6 p. m. children shows will be taken off the network's transcribed repeat normally fed to the West Coast. Fulton Lewis jr. will be recorded, appearing on WOL at 7 p.m. as usual. New features will be a morning hour, 9:15-10:15, by Art Brown, former WOL sunriser, piped from WHN New York, and Cliff Allen as morning man in the 6-9 a.m. period. He is former WMAL and WTOP Washington newsman. *Breakfast With the Paiges*, local quarter-hour, moves from 8:30 to 9.

Coast Troubles

Hollywood network schedules will be upset because Pacific Coast and Mountain areas remain on standard time. Practically all NBC, CBS and MBS programs originating from Hollywood move back an hour to meet network daylight time schedules.

With several Coast affiliates unable to take network programs on a daylight basis it will be necessary to carry delayed broadcasts. Hollywood will feed NBC, CBS and MBS remote bands and package shows to fill late eastern time. As previously announced ABC Coast stations will continue to release most programs as at present.

BROADCASTING, during recent weeks, has been surveying national radio advertisers, from whom there have been no concrete expressions on the subject in the past.

Many of those interviewed did not understand the significance of the problem; others deferred to their advertising agencies; but some of the largest advertisers, many of which maintain their own radio departments, went down the line for uniform time.

Here are typical comments selected from those in the latter category:

Clayton J. Cosse, assistant advertising manager, Stanback Co., Salisbury, N. C.: "We are in favor of retaining standard time for radio broadcasts . . . keeping up with our times and adjacencies on 300 or more stations entails considerable book work and when the clock is changed, backwards or forwards, we are overburdened with detail . . . we certainly hope that this year we can escape the tremendous amount of detail involved in changing our records, if radio does follow the past method of seasonal time changing."

G. M. Philpott, vice president, Ralston-Purina Co., St. Louis: "I know there are a lot of factors involved, such as nighttime versus daytime rates, network time versus station option time, etc. However, in our opinion, we would vote very strongly for a uniform time for radio such as the railroads have."

A. N. Halverstadt, director of media, Procter & Gamble Co., Cincinnati: " . . . it obviously would be a great satisfaction to us if all cities maintained during the summer the same time relationship that holds during the winter months. This, of course, would result from the observance of either Daylight Saving Time or Standard Time during the summer months.

"Such an observance would go a long way toward eliminating the upheaval in listening that follows a partial switch to DST and thus eliminate a substantial loss to advertisers.

"From this point of view, our company would be very pleased to see such a time standardization plan followed, but we imagine that the wishes of the broadcasters and advertisers will have nothing to do with the decision reached by the independent localities regarding the time they wish to follow."

Adjacencies Important

M. H. Straight, director, advertising control, Plough Sales Corp., Memphis: "We want to go on record 100% in favoring standard time for radio. While it goes without saying that the adoption of such a practice would make it much easier for us to set up our spot announcement advertising schedules and to maintain our adjacencies, we believe the listening

(*Continued on page 90*)

Petrillo Plans Court Test of Lea Act

Permanent AFM-Radio Group to Advise On Policy

CONSTITUTIONALITY of Public Law No. 344 (Lea Act) will be tested in court by James Caesar Petrillo, president of the American Federation of Musicians, Joseph A. Padway, his attorney and general counsel of the American Federation of Labor, announced in Washington Thursday.

Meanwhile, an AFM-Industry subcommittee agreed in New York Monday to set up a permanent joint committee to deal with future problems between broadcasters and musicians and to formulate policy under which both groups might negotiate.

A proposal by NAB President Justin Miller to form such a joint group on a permanent basis [BROADCASTING, April 15], was received favorably at the Monday meeting attended by Messrs. Petrillo and Miller and representatives of the AFM and industry.

President Truman on Tuesday signed the Lea bill (S-63) without comment. It became Public Law No. 344, a part of the Communications Act of 1934, as amended.

Mr. Petrillo declined comment. But Mr. Padway said: "The bill

GREAT CAESAR'S GHOST!
NOW ILLEGAL TO BROADCAST PHONOGRAPH RECORDS
MAKE MORE PEOPLE THAN NEEDED
PAY FOR SERVICES NOT PERFORMED
PAY FOR TRANSCRIPTIONS OF PERSONAL PERFORMANCES

Berryman in Washington Evening Star

permits employers to enter into an agreement with the union to perform those things which the bill prohibits. If an employer refuses to enter into an agreement with us, we shall continue to exercise our economic strength by strike, picket or boycott."

George Heller, acting executive secretary of the American Federation of Radio Artists which, with the Independent Citizens Committee of the Arts, Sciences and Professions, led opposition to the bill in Congress, said: "We have no comment right now."

Mr. Miller's proposal to establish the permanent joint committee was discussed for two hours in what he described as "friendly" atmosphere. The representatives agreed to meet again in the near future to work out the general pattern of a permanent joint committee.

It was pointed out that the committee would have no status, except in an advisory capacity, but it could draw up policy by which local unions and individual stations might be governed in negotiations.

Such problems as duplicating AM programs on FM stations, music on television, standby fees, make-work and international programs are expected to be resolved by the joint committee.

Attending Monday's meeting as committee members representing the industry were Mr. Miller; Frank K. White, CBS vice president and treasurer, representing networks; Paul W. Morency, general manager, WTIC Hartford, representing network affiliates; Marshall Pengra, general manager, KRNR Roseburg, Ore., representing small market stations.

Representatives of AFM were Mr. Petrillo, and three members of the union's International Executive Board, Herman Kenin, Portland, Ore.; Walter Murdoch, Toronto, and Oscar Hild, Cincinnati.

Mr. Petrillo had no comment on

(*Continued on page 97*)

Clear Channel Decision Seen by Fall

U. S. Plan to be Given Other Nations Under NARBA Agreement

By JACK LEVY

WHETHER clear channel stations will be retained as part of the future pattern of broadcasting and whether they will be given higher than 50 kw power to penetrate deeper into rural America will be decided by early autumn.

Convening the clear channel hearings last Monday for 16 days of testimony, Acting Chairman Denny of the FCC expressed the intention of deciding the issues by late August or early September so the United States can submit to other nations its plans for the use of standard frequencies by Oct. 1 in accordance with the recent NARBA Interim Agreement.

Resume in July

Following the current proceedings, which will last through May 7, the Commission will recess until July 1 and continue until the record is closed. It is expected that engineering testimony regarding the question of higher power will be taken at the summer sessions.

Outstanding in the four days of hearings last week was the persistent effort of Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, to tear down the testimony of witnesses speaking on behalf of the clear channels. On one occasion, when Edward A. O'Neal of the American Farm Bureau Federation pleaded the cause of the clears, Mr. Spearman referred disparagingly to the witness' "prepared statement." Several exchanges between the two were accompanied by heated remarks.

Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, aimed his arrows at Government witnesses testifying on findings of the Census Bureau survey on adequacy of radio reception in rural areas. There were no witnesses from the regional stations last week for Mr. Caldwell to cross-examine.

Although the clear channel interests have scarcely begun their case, it was evident after the hearings last week that the burden of proof still rests with the clears.

Questioning from the bench was centered largely upon the desirability of duplicating Class I-A channels, only 24 of which exist today, as against 40 under the original 1928 broadcast allocations.

The decisive question seemed to be whether they will all be duplicated and whether some may be permitted higher power.

While the weight of the evidence, according to observers, appeared to be in the direction of duplication, Clear Channel proponents contended that the complexion might well change with the introduction of engineering testimony following the recess next month.

Several witnesses suggested that clear channel stations could provide better service to the rural areas if they were permitted more than 50 kw power. Mr. Caldwell mentioned the possibility of 500 kw power for KFI Los Angeles and when he assumed such power would close the door to duplication Commissioner Jett offered to argue the question on the basis of the use of directional antenna.

Commissioner Jett drew from Walter Evans, Westinghouse vice president in charge of broadcasting, an opinion that a sound allocation plan would involve a combination of I-B and high-powered stations. Mr. Evans indicated, incidentally, that stratovision might be applied to standard broadcasting and that investigations being made may have a bearing on clear channel issues.

The hearings were marked by the presence of a new member—Commissioner Hyde, former FCC general counsel, who took the oath Wednesday. It was also the first time that Commissioner Denny participated at the deliberations as acting chairman.

Proceedings Open

The proceedings began with introduction of testimony by Harry M. Plotkin, FCC assistant general counsel, bearing on the Census Bureau survey for the Commission on the adequacy of radio reception in rural areas. Twenty-three exhibits containing approximately 100 volumes of tabulations, were offered for the record.

Dr. A. Ross Eckler, Chief Social Science Analyst, Census Bureau, as first witness, described the scope of the survey. He said that a mail phase of the study covered 1,040 sparsely populated counties and an interview phase covered 85 sample areas. Declaring that the data tabulated comprised some 40,000 tables, he said he would select only a few for summarization. In addition to the general findings from the interview phase previously reported [BROADCASTING, March 25], Dr. Eckler testified:

That 77% of the farm households and 30% of the non-farm households covered by the interview survey reported listening to farm service programs.

Farm households usually turn on the radio at 7:18 a.m. (median time for five regions of the U. S.) and non-farm households in secondary areas turn on radios at 7:54 a.m.

Median time at which farmers turn off radios for the night is 9:48 p.m.; for non-farm households, 10:18 p.m.

Householders in secondary areas usually preferred a particular station because its reception was better. Asked why they listened to a particular station most during the day, 83% gave this as the reason while 10% said they like the station's programs in general and 7% liked a specific program. The figures were slightly different for nighttime listening.

Seventy-one per cent of all households reported they could get a particular station or stations day or night, summer or winter. Eighty-three per cent of all households said they could get a station at all times.

Morris H. Hansen, Statistical Assistant to the Director, Census Bureau, testified that the interview phase of the survey was taken to

(*Continued on page 88*)

FIRST day's session of the clear channel hearings saw this lineup of FCC counsel following testimony of witnesses. Left to right: Harry M. Plotkin, assistant general counsel; A. Harry Becker, Law Dept.; Ben Waple, administrative assistant, Law Dept.; Dallas W. Smythe, chief economist; James B. Sheridan and G. Barr King, Economics Division.

MAKING CONVERSATION just before clear channel hearings opened was this group of Commissioners (l to r): E. K. Jett, Paul A. Walker, Charles R. Denny Jr., acting chairman; Rosel H. Hyde; Ray C. Wakefield.

Truman Comment Indicates Porter May Not Return to FCC

FIRST indication that Paul A. Porter may not return to the FCC chairmanship was given by President Truman last week when he said he is considering several people for the Commission vacancy.

Asked at his Wednesday news conference if he had done anything about the vacancy, the President said he was looking over the field but did not expect to make an appointment very soon. He had no further comment.

At the time the President named Mr. Porter OPA Administrator in February it was understood he was leaving the FCC chairmanship on an interim basis. The President has said several times that he is not in a hurry to fill the vacancy but has not previously indicated he is considering specific candidates.

Mr. Truman last month named Rosel H. Hyde to fill the Republican vacancy on the Commission. It was known then that Democratic circles desired appointment of a successor to Mr. Porter. At his March 21 news conference, when appointment of Mr. Hyde was announced, the President stated that Charles R. Denny Jr. would remain as acting chairman.

A number of prospective appointees are known to have been considered by the President. J. Burke Clements, chairman of the Montana Industrial Accident Board, Senator Wheeler's candidate for the FCC vacancy, was a White House caller March 28. Senator Guffey, Pennsylvania Democrat, is understood to have proposed the name of John Morgan Davis, former NAB general counsel and labor relations director. Another name mentioned was that of Nathan David, former FCC assistant general counsel.

Appointment of a practical broadcaster to the FCC was recommended to the President in a telegram sent last month by Justin Miller, NAB president, following recommendation by the 8th District at its Grand Rapids meeting.

SPEAKING OF WHO's SERVICE—

THIS is a story of one of the biggest merchandising jobs ever done, we believe, by *any* radio station.

It's really a story of *clear channel service*—and though in this case the cause was patriotic and the merchandise was War Bonds, we ask you to view the facts exclusively in the light of WHO *listener-response.*

WHO began the steady, daily solicitation of War Bond orders in July, 1942, and continued through December, 1945. WHO plugged War Bonds just as you would plug *your* merchandise. We used no movie stars or special stunts, or promotional ballyhoo. We just talked about the *values* of War Bonds—and asked our listeners to buy Bonds, through WHO.

So what happened? Orders poured in from Iowa and Florida—*from every State in the Union except South Carolina and Vermont*, and from four U. S. Territories as well. Thousands upon thousands of listeners (who could more easily have bought Bonds at their own stores, banks, movies, etc.) took the trouble to write checks or to buy money orders, then wrote their letters, addressed their envelopes, bought their stamps, and *mailed* their orders to WHO—

—over 25,000 different people, many of them frequent "repeaters". People from over 4,000 different cities, towns and farms, in 46 States, and 4 Territories! *(Actually 55% of the total purchasers live outside of Iowa!)*

What do *you* think this proves? *We* think it proves *wide public interest*, and a high degree of listener-loyalty as well . . . the same things you'll get, when you advertise on WHO!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

FCC May Seek Price Control Legislation

Acting Chairman Serves Notice At Hearing

By RUFUS CRATER

NOTICE that control of prices at which radio stations are sold will be sought by the FCC if the Avco "auction" plan is adopted was renewed last week by Acting Chairman Charles R. Denny.

Presiding over the hearing of argument against the open-bidding proposal, which would require public advertisement for competitive bids when controlling interests of corporate licensees are being sold, Chairman Denny declared Wednesday that if the plan is formally adopted it will be followed by a request for Congressional authority to control sales prices.

He asserted that the bidding plan, if adopted, probably would be made inapplicable to transfers by which minority stockholders inherit other minority interests even when control may thereby be acquired. Advisability of such an exception has been seen during operation of the plan on a trial basis since last October, he explained.

Petty Presents Argument

Bulk of the argument against the rule was presented by Don Petty, general counsel of NAB, with Attorneys Paul M. Segal and Eliot C. Lovett appearing briefly to protest application of the rule particularly to transfers from executors to trustees and heirs.

Mr. Segal, representing Sioux Falls Broadcast Assn. (KSOO-KELO), declared that the executor-to-heir provision "creates an intolerable situation," and cited as an example the pending transfer resulting from the death of the Sioux Falls firm's owner. Mr. Lovett pleaded on behalf of WICA Ashtabula, Ohio, for exemption of transfers to trustees and heirs on similar grounds.

Chairman Denny told Messrs. Segal and Lovett to notify FCC counsel when those cases need attention and said the Commission would then consider them promptly.

The proposed rule calls for public advertisement by both the transferor and the Commission for competitive bids when controlling interests in corporate licensees are proposed for sale. Sixty days would be allowed for submission of additional applications to buy on the terms of the original contract, and the Commission would then select the applicant found to be best qualified.

Answered Petty

Chairman Denny's suggestion of possible price legislation was made when Mr. Petty, whose presentation consumed most of the hour allotted to the hearing, contended that adoption of the rule would result in higher prices on stations.

"We have a proposal on that," Chairman Denny told him.

He explained that the proposal for a price law was outlined by the Commission along with the bidding rule in the decision on the transfer of WLW Cincinnati from Crosley Corp. to the Aviation Corp. [BROADCASTING, Sept. 10]. In that decision the FCC explained the transfer proposal and added:

"This proposed procedure will, however, only go part of the way toward correcting the deficiencies in the transfer procedure. There will still be no ceiling on the prices which can be charged for broadcast stations and this will tend sharply to restrict the field of potential transferees. . . .

". . . A completely effective transfer procedure must not only permit the Commission to select the transferee, but must also insure that the field of its choice is not unreasonably restricted by permitting sales of stations at artificially high prices. Corollary problems . . . are the question of whether radio stations should be required to keep their accounts on a uniform basis so that any price ceiling which Congress may prescribe will be applied to all stations on a uniform basis," the Avco decision continued.

It also maintained that the Communications Act "should be further strengthened by giving the Commission specific jurisdiction over the transfer of substantial minority interests . . ."

Chairman Denny said the Commission has no price proposals under consideration except as outlined in the Avco decision, and that no price law would be requested if the bidding plan is not adopted.

Has Sought Guidance

The Commission in the past has sought Congressional guidance for its action on sales of stations at prices which it feels are higher than the "going concern and physical property values." In its 1944-45 report, issued April 3, the FCC reprinted parts of a letter it had sent to the Senate Interstate Commerce Committee and to the House Interstate and Foreign Commerce Committee asking for "Congressional direction." The letter said:

> The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. . . .
>
> There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency.
>
> Our concern in this regard is heightened by the tremendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half million dollars and some regional stations are selling for a million or more.
>
> It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency. In the absence of a clear Congressional

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Cottone Acting FCC General Counsel

Was Senior Assistant; Commissioner Hyde Takes Oath

BENEDICT P. COTTONE, senior assistant general counsel of the FCC, last Wednesday was designated acting general counsel just 10 days short of his 38th birthday. His appointment was made shortly after Rosel H. Hyde, former general counsel, was sworn in as a member of the FCC.

Mr. Cottone has been with the FCC since 1936 and has been assistant general counsel in charge of the Common Carrier Division since June 1941. In the designation of the senior assistant general counsel as acting general counsel, speculation arose that the Commission might be holding open the post for Col. Telford Taylor, who has been carried on military leave since Oct. 8, 1942.

Mr. Cottone

Col. Taylor, who was nominated Wednesday by President Truman to be brigadier general, will leave shortly for Nuremberg to relieve Associate Justice Robert H. Jackson as chief of the prosecution. It is not presently anticipated that he will return to the FCC, according to Acting Chairman Charles R. Denny Jr., although he added that Col. Taylor is still carried on the rolls as general counsel on leave.

Candidates Considered

Several candidates for the post to succeed Mr. Hyde were under consideration, but the Commissioners are understood to have agreed on elevating the senior assistant general counsel to the post on a temporary basis.

Although Mr. Cottone has headed the Common Carrier Division, he is experienced, also, in broadcast matters. During the Washington FM hearings the Commission designated him as hearing examiner.

Born in New York April 27, 1908, Mr. Cottone was graduated with high honors from Cornell U. in 1930 and from Yale Law School in 1933. He served first as assistant to William O. Douglas, now Associate Justice of the Supreme Court, in a study of corporate matters which resulted in regulatory laws now administered by the Securities & Exchange Commission.

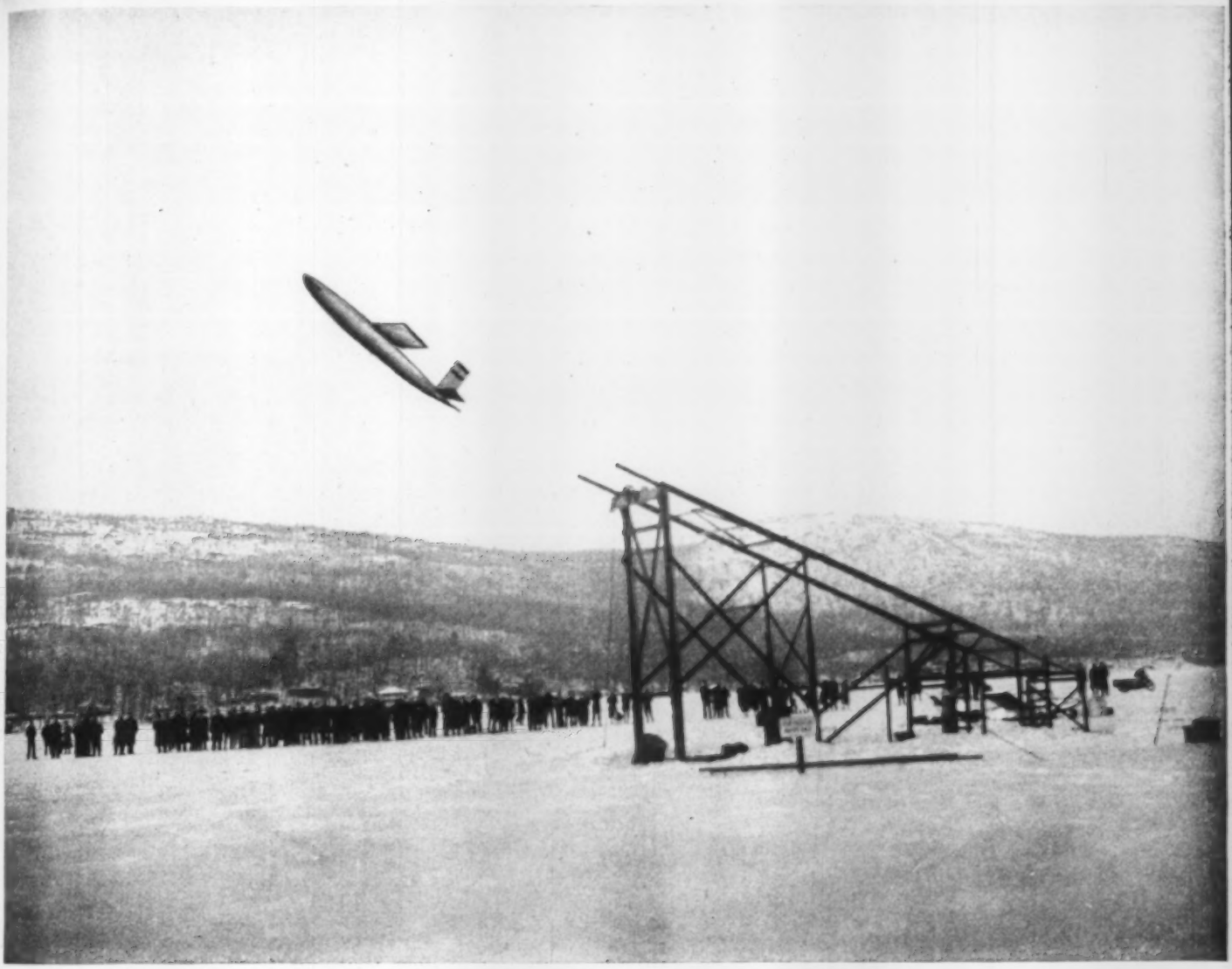
In 1936 he was a member of the FCC special telephone investigation staff and participated in hearings and preparation of the preliminary telephone report. During 1937-38 he took part in important utility regulation and litigation as a member of the Federal Power Commission legal staff.

Rosel H. Hyde takes the oath of FCC Commissioner before Miss Helen Marston, head of the Administrative Section, FCC Law Dept.

Mr. Cottone next joined the Anti-Trust Division of the Dept. of Justice doing investigatory work in connection with the TNEC monopoly inquiry during 1938. In 1939 he assisted in setting up procedure for the Civil Aeronautics Authority.

Returning to the FCC in 1939 as chief of the Litigation Section, Mr. Cottone for the next 19 months assisted in the preparation of all cases pending in the Supreme Court and U. S. Court of Appeals for the District of Columbia. On June 25, 1941, he became assistant

(*Continued on page 87*)



Rocket—old style

You may remember that news story back in 1936. An all-metal propellerless rocket took off from a catapult at Greenwood Lake in Jersey and travelled 2,000 feet. Incidentally, it bounced on the ice and then took off again.

That's a far cry from the kind of rockets the boys are talking about just ten years later.

And that's our point. No matter what you invent . . . build . . . or sell, you've got to stay on the ball or competition will outstrip you in no time.

If you use radio in Baltimore . . . we know one sure safe way to keep ahead of your competition. Put W-I-T-H, the successful independent, on your list. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. W-I-T-H belongs on the list!

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

UN ON RECORD
Every Spoken Word Recorded On Disc and Film

EVERY SPOKEN word at the UN sessions is being transcribed on both disc and film recorders. Equipment has been provided by the War Dept. in cooperation with the State Dept. Maj. Robert Vincent, the sound and recording officer of the UN in charge of this work at the Hunter College meetings, is on loan from the U. S. Signal Corps. He supervised installations for sound and recording equipment for UNCIO at San Francisco last summer and at the Nuremberg war crimes trials.

Film equipment, made by Frederick Hart & Co., Poughkeepsie, records one entire session of the Security Council on a 50-foot roll. There are 17 microphones on the Council table and four on the interpreters tables. An engineer at the central control panel passes the voices into the PA system, to the radio network control rooms, to the movie and television booths and to the recording room.

Dr. Oscar Lange, Polish Ambassador to the U.S. and representative to UN, examines a recording of his speech at UN while Sgt. Dan Di-Thomas explains the system.

I Say, Stuart

STARTLED British listeners at the beginning of the 9 o'clock news program last week, heard the exclamation, "What the hell?" from BBC's chief announcer, Stuart Hibberd. BBC later issued a statement explaining that Mr. Hibberd's ejaculation had been caused by a signal light flickering an indication that the studio was going off the air. It was all a "misunderstanding," said BBC, and Mr. Hibberd's remarks were "involuntary."

Chrysler Spots

CHRYSLER Corp., Detroit (De Soto cars), April 15 started a spot campaign on 75 stations. Contract for 13 weeks, placed by BBDO.

WJJD Facsimile Plans Announced

Field Station to Transmit News, Photos, Ads in Chicago

FACSIMILE broadcasts, discontinued during the war, soon will be made available to the Chicago area as a result of plans announced last week by WJJD.

Art Harre, general manager of the Marshall Field station, said plans for "developmental research" on facsimile as a medium for broadcasts of news, photographs and advertising were in the final stage in cooperation with the *Chicago Sun*, also owned by Mr. Field.

The *Sun* will supply news and art and will supervise make-up of all material transmitted on the WJJD facsimile service now operating experimentally on 44.7 and 99.1 mc.

Tests Successful

An FM facsimile transmitter has been installed on the 34th floor of the Carbide Bldg. which houses WJJD studios and tests of transmission have proven "completely successful," according to Mr. Harre.

Facsimile recorders will be placed in Chicago homes and strategic business locations as soon as delivery can be made by Finch Telecommunications Inc., Mr. Harre said. More than 100 sets will be purchased by the station to introduce the service. James Middlebrook, chief engineer for Field Enterprises, who is in charge of the experiment, said Capt. W. H. G. Finch, president of the facsimile manufacturing company, had promised delivery of receivers "within six weeks."

While Mr. Middlebrook warned that no prediction can be made when facsimile service will be available, WJJD was inaugurating the service in the "future prospect that facsimile would be part of every home."

"We believe facsimile will soon complement both newspaper and radio news coverage to give the public 24 hour service," he said.

Mr. Middlebrook said WJJD facsimile transmitter is capable of covering approximately 10,000 square miles, operating on three kw power.

Pleased with Program

IN HIS ANNUAL report to stockholders, Irving S. Olds, chairman of the board of United States Steel Corp., New York, indicated satisfying results of the company's sponsorship of *Theatre Guild of the Air*, ABC, Sun. 10-11 p.m. Program, which started in September 1945, was cited by Mr. Olds as being "acclaimed by critics in many parts of the country, with a steadily growing audience."

REPUBLIC PRODUCTIONS Inc. has bought film rights to script and special music of "Transcontinental" produced by C. P. MacGregor Co. on transcribed "Skippy Theatre of the Air." Joel Malone wrote script and Mahlon Merrick the background music.

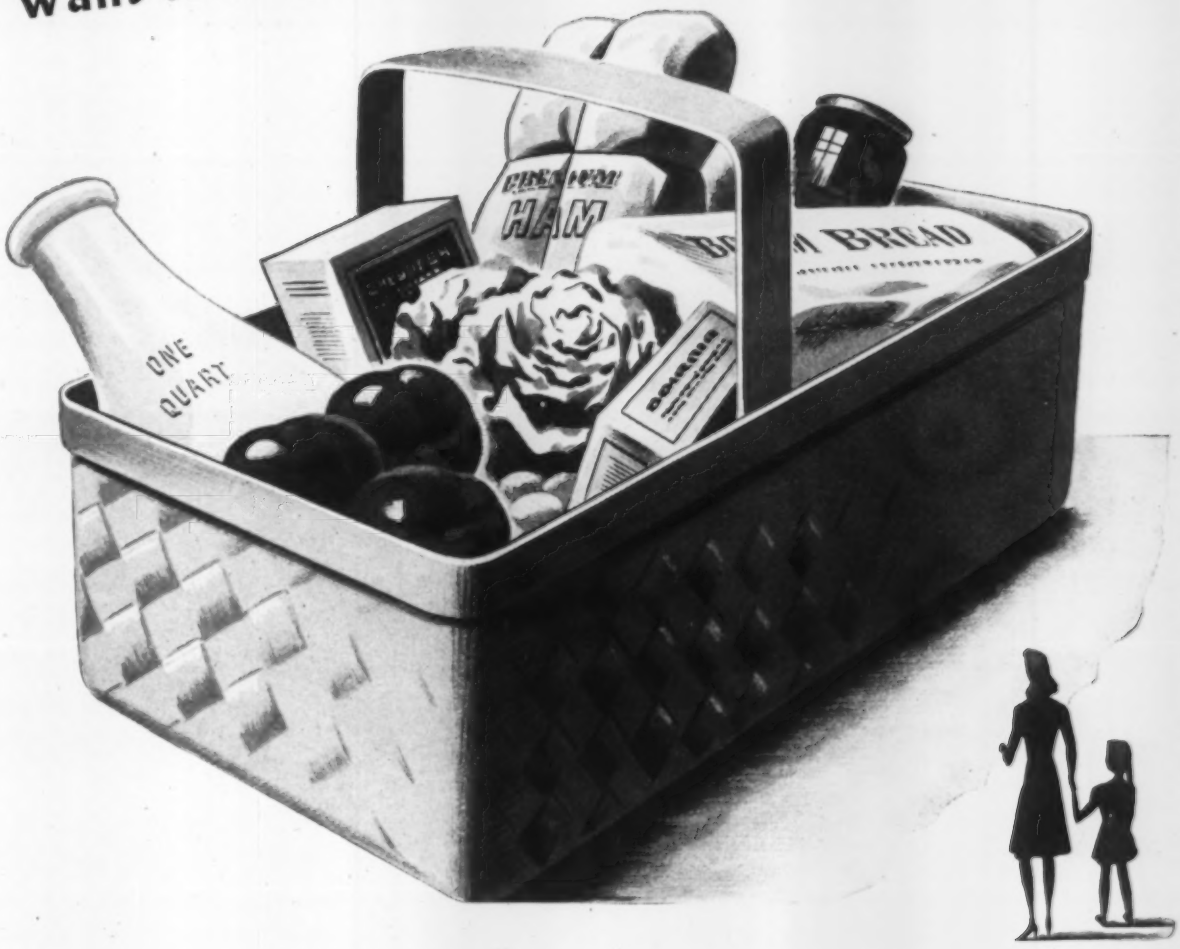
A Powerful Family Institution!

Accepted as San Antonio's most community-minded station, KTSA carefully builds its programming to suit Texas' family tastes—so that down here, KTSA has LOYAL listeners from EVERY age group! We KNOW HOW to program and merchandise YOUR product, too—for best results in this billion dollar market.

Let us show you—NOW!

KTSA
SAN ANTONIO, TEXAS
5000 WATTS DAY
550 ON THE DIAL

Want to help fill New England's Market Basket?



COMPACT, 90% urban.. New England is adept at selling the products of precision manufacture, and promoting vacationland scenery.

But in the essentials of every-day living, New England is *buyer* rather than seller. From outside sources comes 75% of New England's supply of fruit and cereal, flour and butter, meat and cheese, and other staples. The percentage runs even higher in respect to sugar and spices, cotton and iron and automobiles.

What customers, these six New England States!

And what a salesman you have in WBZ! Its 50,000 watts blanket New England and command armies of loyal listeners from Martha's Vineyard to the Canadian border and, of course, NBC programs make it Metropolitan Boston's top station! With WBZ and WBZA (Springfield) on your schedule, your product gets a favored place in New England's bulging market basket.

For availabilities, consult NBC Spot Sales.

WBZ
WBZA
BOSTON—SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

A year of Purpose

During the last 12 months, much honor and recognition have come to this station.

In friendly competition with all the radio stations across the nation, KRNT has been judged in many ways. The initiative that characterizes the American system of broadcasting has made this competition keen. To have earned distinction in such company is, of course, a source of great pride to us.

No greater incentive for future progress could have been given us.

Embossed on a plaque in the building which houses our station are the words, "Things don't just happen—somebody makes them happen." The members of the KRNT staff have demonstrated the truth of this.

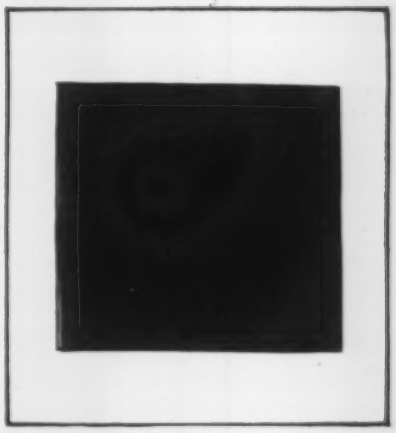
They are the ones to whom the honors belong.

Phil Hoffman

Vice President and General Manager

KRNT

3 cherished AWARDS



Variety Show Management Award

●For outstanding spot news coverage by wire recorder of a Des Moines courtroom hearing, in which KRNT championed the news prerogatives of the radio industry.

George Foster Peabody Radio Award

●A special citation for news handling—"for . . . forethought and enterprise in sending a newscaster to New Mexico, there to record the only on-the-scene broadcast" from the site of the first atomic bomb test.

Billboard Award

●"For outstanding achievement in radio promotion." (Regional channel, network affiliate, 1945).

THE COWLES STATION IN DES MOINES

Cookies by the Radio

...and with UTAH families it's KDYL preferred!

More home radios in Utah are tuned to KDYL for more hours per week than to any other station. This interesting and significant fact is borne out by the latest Hooper ratings for Salt Lake City, typical of listening habits throughout the State. Thousands of women listen to KDYL programs while working in their kitchens, as in our picture above.

Ninety-seven out of every 100 Utah homes have radios. That's 97%—one of the highest in the nation. It means that Utah families are highly accessible through this medium.

KDYL's proved status as the *station most Utahns listen to most* is a factor you will want to keep in mind when making up your Utah schedules. For further information and availabilities, phone, wire or write—

John Blair & Co.
National Representative

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

NAB Fourth District Reelects Arnoux; Would Ban Employes From Ownership

KEYNOTERS AT NAB Fourth District meeting were: Seated (l to r) S. D. Gregory, radio director, Schenley Affiliates, and former Westinghouse and NBC sales official; NAB President Justin Miller; Campbell Arnoux, president WTAR Norfolk, who was reelected to another two-year term as district director. Standing (l to r) Hugh Feltis, president BMB; Carlos Franco, manager, radio department Young and Rubicam, representing AAAA; A. D. Willard, NAB executive vice president.

NAB'S FOURTH District representation on its board of directors will remain unchanged during the ensuing two years by virtue of the reelection of Campbell Arnoux, president and general manager of WTAR Norfolk at the district meeting at Virginia Beach April 12. Mr. Arnoux, a member of President Justin Miller's Advisory Committee, said this would be his final term as district director, representing the Carolinas, Virginia, West Virginia and the District of Columbia.

Consistent with actions at previous district meetings, the 4th District unanimously adopted resolutions supporting steps by NAB to determine FCC authority in regulation of program content; urging prompt efforts for enactment of national legislation for uniform time in all zones; aggressive support of BMI through greater performance of its music; immediate subscription by district stations to Broadcast Measurement Bureau and pledging to President Miller the wholehearted support.

Resolution proposed from the floor, adopted by a divided vote, expressed it as sense of the district that permanent employes of NAB after Jan. 1, 1947, shall not make application or own an interest in any broadcasting station while so employed.

Howard Chernoff, managing director, West Virginia Network, and president of the newly-formed West Virginia Broadcasters Assn., said it was understood five executive employes of NAB are interested in applications for new stations (one of which recently was granted by FCC) and that it was felt such personnel might not be in position to give "free and unfettered" advice while prosecuting such applications.

Upon suggestion of C. T. Lucy, general manager of WRVA Richmond, chairman of Resolutions Committee, Director Arnoux was instructed to present resolution to NAB Board at meeting in Washington next month with recommendation for appropriate action.

Technical Standards Of Amateurs Raised

TECHNICAL standards of operation were raised under revised Amateur Radio Rules adopted by the FCC, effective April 1. The revisions, first since 1940, affect assignment of call signals and calling procedure of stations operating at other than their assigned locations. New call areas announced by the Commission last fall are put into effect under the new rules [BROADCASTING, Oct. 29, 1945].

The Commission cautioned amateurs that operation is permitted only on frequencies specifically authorized in the No. 130 series of Orders. Frequencies previously assigned are given in the current Order, No. 130-E, dated March 29, 1946, with two minor changes, and expands the 3700-4000 kc band to 3625-4000 kc as of April 1. Use of the expanded band is permitted in Alaska, Puerto Rico and the Virgin Islands, as well as in continental U.S., under the Order.

Radio 'Big Business'

REPORT on postwar trends titled "Broadcasting in U.S.A." appearing in the April issue of *Wireless World*, British trade journal, quotes the 1946 BROADCASTING YEARBOOK's figures on radio advertising. Figures put "radio up in the category of Big Business," says the article. The author, A. Dinsdale, goes on to tell the post war problems confronting the U. S. in AM, FM and television.

Individuality . . . is as evident in radio stations as in humans.

In Detroit, the distinguishing characteristics of WWJ imbue it with a positive personality. WWJ has emphasized its individuality through policies designed to increase enjoyment for its audience . . . and make WWJ time more productive for its advertisers.

WWJ is consistently foremost in public service.

This speaks well for WWJ . . . and speaks forcefully for the products advertised on it.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS

Civilians Filling AFRS Jobs in Far East Net

TO COPE with the critical personnel situation of the Far Eastern Network, Western Pacific branch of AFRS has converted a number of positions from military to civil status. Net headquarters and key station, WVTM Manila, is headed by Wesley H. Wallace, former officer-in-charge, now director of radio. He was at one time production manager of WPTF Raleigh, N. C.

James N. Tull has been appointed transcription supervisor, a job he held while in the Army. He was formerly with WWL New Orleans and news editor for KHBG Okmulgee, Okla. George F. Moore is now chief writer. He has been Army radio correspondent with the 38th Division, and before that time was with WALA Mobile, Ala. AFRS is still looking for qualified personnel to fill other well-paying jobs still open. Jobs are on one-year contract basis, with transportation furnished.

Sustaining House Committee Cut Would Probably End State Dept. Shortwave

SHOULD Congress sustain the House Appropriations Committee's 10-million-dollar cut in State Dept.'s 1947 fiscal year budget, the State Dept. probably will discontinue all shortwave broadcasting activities, it was learned authoritatively last week.

Of a budget request totaling $19,284,778 for the International Information & Cultural Relations Dept., $7,500,000 was earmarked for shortwave broadcasting. The House committee cut the overall figure to $10,000,000 [BROADCASTING, April 15], which would reduce shortwave broadcasting to virtually nothing if the overall amount were prorated, it was pointed out. Rather than do a minor job State Dept. officials will recommend discontinuance of shortwave broadcasting activities in that branch of Government, it was learned.

In lieu of shortwave broadcasting in State Dept., it is expected that Secretary of State Byrnes will recommend to President Truman that a separate corporation be set up to operate shortwave broadcasting. Such a corporation would be formed by a merger of the seven licensee firms now owning shortwave facilities. A board of advisers would be named by the President—some from Government and some from industry—to program the station or stations.

Would Require Legislation

Before such a corporation could be set up, however, legislation would be required, according to Congressional sources. President Truman is expected to make his recommendations to Congress after receiving Secretary Byrnes' views.

Meanwhile Rep. Noah H. Mason (R-Ill.) served notice on the floor of the House last Monday that he intends to fight any move to create an Office of Peace Information within the State Dept. He declared that the State Dept. could not do the proper kind of job in broadcasting news of America, saying, "The task, if it is to be done at all —truthfully and impartially— must be left to the American press."

Rep. Mason cited Order No. 24, issued by the Board of War Communications on Nov. 3, 1942, taking over WRUL WRUS and WRUX Boston for Government operation and said: "These stations are the only privately owned international broadcasting facilities in the United States today that are subject to this seizure order and are now under Government control."

He inserted into his remarks editorials from the *Boston Herald* and the *Christian Science Monitor*, demanding that the State Dept. return the World Wide stations to private ownership. "I echo the sentiments of the *Boston Herald*, and therefore I shall oppose the establishment of this OPI in the State Dept.," said Rep. Mason.

World Wide Broadcasting Foundation, owners of the Boston outlets, has petitioned the State Dept. to return the stations that the Foundation might continue its educational broadcasts [BROADCASTING, March 18].

The House has postponed vote on the State Dept. appropriations bill until late this month.

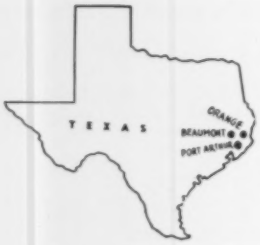
Claghorn Compass

SENATOR CLAGHORN, the NBC *Fred Allen Show* character which Announcer Kenny Delmar is better known as, will receive a compass from General Electric despite fact he has sworn never to use one because it always points north. The GE presentation will cause him no embarrassment, though, because it points east and west, being made of new alloy developed by GE engineers which is magnetized across its width rather than its length. By name it is known as silmanal.

Westinghouse Raises

WESTINGHOUSE Electric Corp. last Monday announced salary increases for approximately 200 salaried workers in local plants. Increases retroactive to April 1, 1946, go to about 150 supervisory salaried employes. Raises amount to $9.25 weekly or 10% of weekly salary. There also is an increase for about 50 salaried employes, amounting to $7 per 40-hour week for weekly-paid employes and $30.30 per month for those paid on monthly basis, effective last Monday.

Sink Your Sales Teeth In These 3 Markets!



Here's one of the LIVELIEST stations in America . . . KFDM . . . the only major network station covering the three key cities of the Rich Sabine Area . . . Beaumont, Port Arthur, and Orange . . . where PERMANENT INDUSTRIES create a 584 million dollar effective buying income! Place your programming on KFDM for guaranteed results!

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales

AFFILIATED WITH
AMERICAN BROADCASTING COMPANY, INC.

KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED" SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

The WINNING Combination!

KFAB is the exclusive CBS outlet in all four markets of this "winning combination"! Thousands of people you want to reach live in these rich markets. They are the prospects that *only* KFAB's "winning combination" can sell effectively.

The "ace" that helps make this "winning combination" an unbeatable hand will soon be added. So when you are ready to have us "deal you in" on this vast, profitable area, contact a Paul H. Raymer man or General Manager Harry Burke.

50,000 WATTS NOW UNDER CONSTRUCTION

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina's rural prosperity is a significant factor in her total buying power. North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to the Sales Management Estimate for 1945, gross farm receipts here exceed those in the next-ranking Southern state by more than 250 million dollars. The North Carolina figure is more than double the *average* for the nine other Southern States. Isn't that proof of North Carolina's *buying power?*

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 kc.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

PRIVATE SHOWING of experimental video equipment by General Electric revealed possibilities of nationwide television theatres. Show was transmitted to Civic Playhouse, Schenectady, from WRGB by microwave relay and put on 11 x 15 ft. screen by Rauland Corp. projector.

Detroit Gets Two Television Grants

FCC Delays Other Hearings As Applicants Withdraw

FIRST television stations for Detroit were authorized by the FCC last Monday with grants to the Evening News Assn. (WWJ) and King-Trendle Broadcasting Corp. (WXYZ). The grants were the first to be processed without hearing and brought to six the total issued since the resumption of licensing last Fall.

Oral arguments on the proposed channel assignments for the four stations authorized in Washington were held by the Commission Wednesday. Following determination of frequencies, construction permits will be issued to the grantees: NBC, Bamberger Broadcasting Co., Evening Star Broadcasting Co. (WMAL), and Allen B. Du Mont Labs. Inc. (See other story in this issue.)

Two Withdrawals

Action on the Detroit grants resulted from the withdrawal of two of the original six applicants for the five available channels, eliminating necessity for hearings scheduled for April 24 [BROADCASTING, April 1]. The commission vacated its order of Feb. 1 which designated the applications for consolidated hearing.

The two grants were made subject to frequency assignments and other engineering details to be determined. The actions, it was explained, are more than conditional grants, which will not be issued on television applications as announced under new Commission procedure [BROADCASTING, April 15].

Two other applications are pending for television stations in Detroit—The Jam Handy Organization Inc. and United Detroit Theatres Corp. Action on these cases will be taken later.

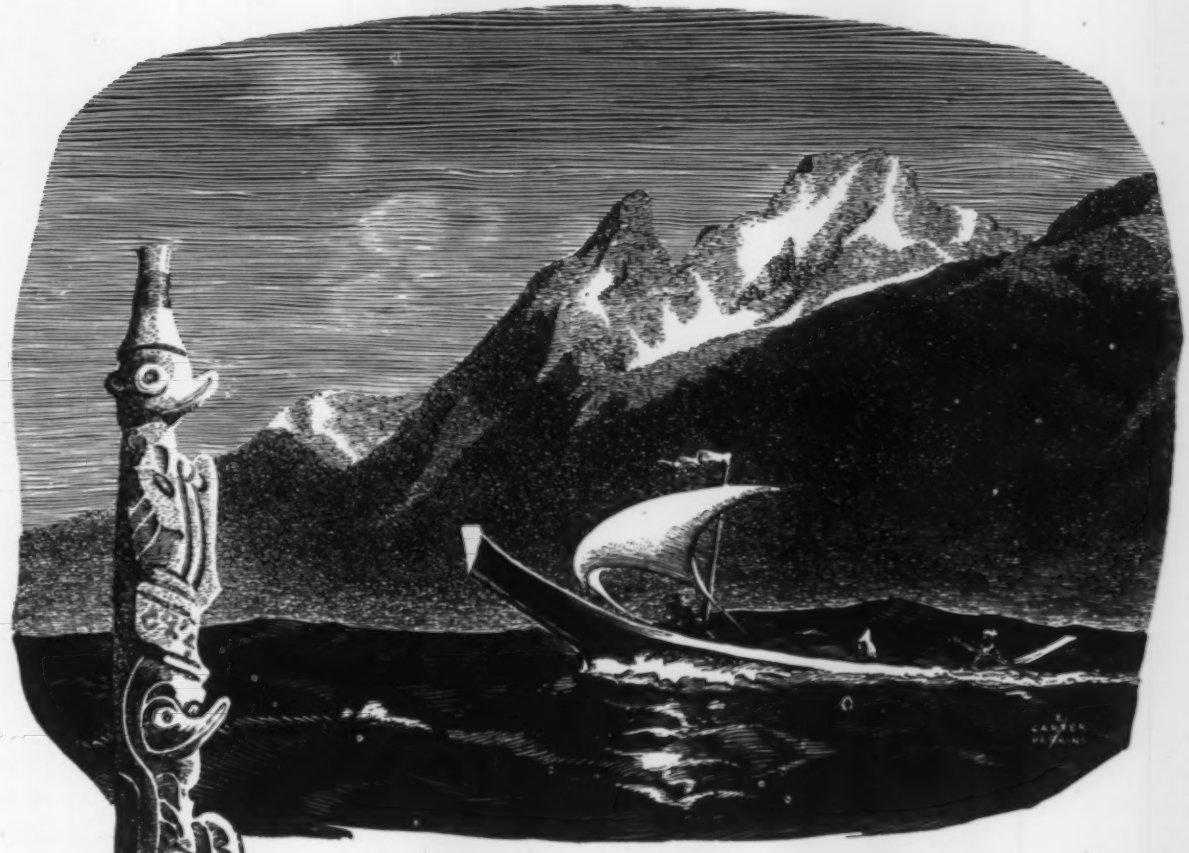
The Commission postponed until further order television hearings scheduled for May 13 in Cleveland where there are five applications for five channels. One of the original six applicants withdrew from the proceedings. Hearings scheduled for Lancaster and Harrisburg, which have been continued, probably will be cancelled as the result of withdrawals. Hearings scheduled for Pittsburgh on April 25 were expected to be called off as there remain but two applicants for four channels.

Next television hearings are to be held May 20 in Los Angeles where 12 applicants are competing for seven channels.

KDKA Video Site

APPROVAL of the contemplated site for television transmitter of KDKA Pittsburgh was given last Monday by the city's zoning board. According to J. E. Baudino, station manager, site is near University of Pittsburgh Stadium and bids have been asked for the 500-foot, self-supporting, steel tower. Ground breaking ceremonies are planned for early May.

Heads Radio Department
RIKI ENGLANDER, formerly a radio supervisor for the American Red Cross and the war fund campaigns, heads a new radio department formed to coordinate broadcasting for the 1946 $35,000,000 drive of the United Jewish Appeal of Greater New York.



TOTEMS, TRADERS AND TIMEBUYERS

● There's real meaning in a totem pole, if you know how to find it. These grotesque wood-carvings symbolise the family history of various Alaskan Indian tribes. Each tribe believes that it is descended from a certain animal or bird. Intermarriage or tribal treaties are shown by adding the appropriate symbol.

● In Baltimore there's a symbol more easily understood than the totem pole. The meaning of the letters W-C-B-M is extremely clear to radio timebuyers. They'll tell you that WCBM adds up to an economical and effective method of getting business in the Baltimore Market. All of which simply means that there's wampum waiting for the trader who uses WCBM.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

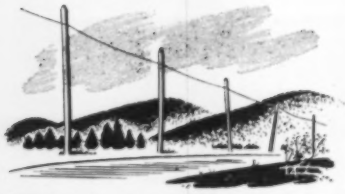
Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

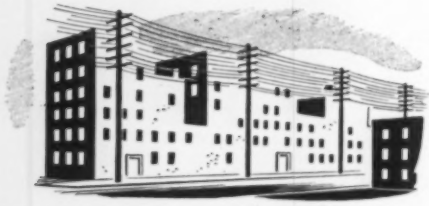
GEORGE H. ROEDER, *General Manager*

Why

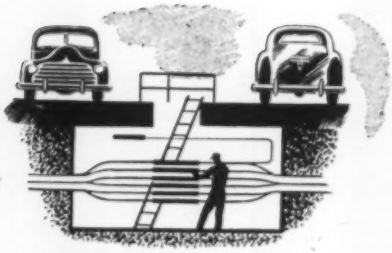
this team is a leader in VHF



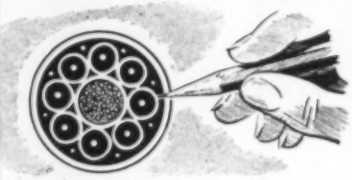
1. *First voice circuits were single iron wires with ground return. Frequency limitations, noise and high losses soon ruled them out.*



2. *Big improvement was the all wire circuit—a pair of wires to a message. Later came carrier which stepped up frequency and permitted several messages per circuit.*

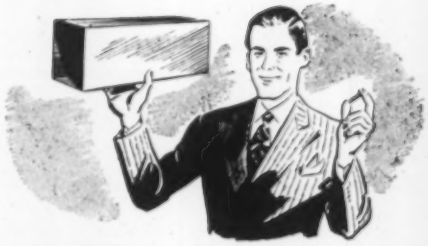


3. *Lead covered cable compressed many wire circuits into small space—took wires off city streets But losses are prohibitive at very high frequencies.*



4. *Coaxial cable—a single wire strung in a pencil size tube—extended the usable frequency band up to millions of cycles per second and today carries hundreds of messages per circuit, or the wide bands needed for television.*

F transmission



5. *Wave guides, fundamentally different in transmission principle, channel energy as radio waves through pipes; vary in size from several inches to under 1 cm.; become smaller as frequency rises.*

6. *Late model radar wave guides, similar to that used to feed the antenna above, can carry 3½ cm. waves at more than eight billion cps. Experimental guides for still shorter waves are being tested.*

Back in 1933, Bell scientists established an historic first when they transmitted very high frequency radio waves for hundreds of feet along hollow pipes called wave guides. For them it was another forward step in their long research to make communication circuits carry higher frequencies, broader bands and more messages per circuit.

Continuing Research showed the way

From the days of the single open wire line—through all-metallic circuits, phantoming, cable, carrier systems and coaxials—up to today's wave guides, every improvement has been the result of continuous fundamental study.

When Bell Laboratories started work on wave guides, there was no immediate application for the microwaves they guided. But the scientists foresaw that *some day* wave guides would be needed—so they kept on working until they had developed the wave guide into a practical device.

With the war came radar—and the problem of conducting microwave frequencies. Bell Laboratories had the answer—wave guides—without which radar at the higher frequencies would have been impractical.

What this means to YOU

Year after year, Bell Laboratories have continued to develop methods for handling higher and higher frequencies. Year after year Western Electric has provided equipment putting these scientific advances to work. This team has become the natural leader in the field.

When your requirement dictates the use of VHF—in mobile communications, broadcasting, or point-to-point radio telephony—depend on Western Electric to supply the latest and best equipment for your needs.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communication.

Western Electric

Manufacturing unit of the Bell System and nation's largest producer of communications and electronic equipment.

Taft Returns to WKRC In New Executive Post

HULBERT TAFT Jr. has returned to WKRC Cincinnati as managing director of radio for the Cincinnati Times-Star Co. after three and a half years with the AAF. He will direct all radio interests of WKRC and development of television and FM facilities already in progress. H. E. Fast continues as station manager.

Mr. Taft

Mr. Taft entered the service in September 1942 and spent 25 months overseas as fighter controller with a night fighter squadron. He was discharged as captain. Prior to the war he was general manager of WKRC.

CHILDREN PROGRAMS HARMFUL?

Panel of Five on MBS Forum Evenly Divided —On Question, With One Vote Undecided—

DO PRESENT children's programs urge youthful listeners to delinquency?

A special forum program April 5, MBS, addressed this question to a five-member panel. In answer, two said yes, two said no, one said maybe.

Yes, said Judge Jacob Panken of the Children's Court of New York City. "Programs interestingly depicting anti-social conduct, crime and murder, influence children to anti-social attitudes and lead to aggression . . . they disturb and excite and the result is maladjustment."

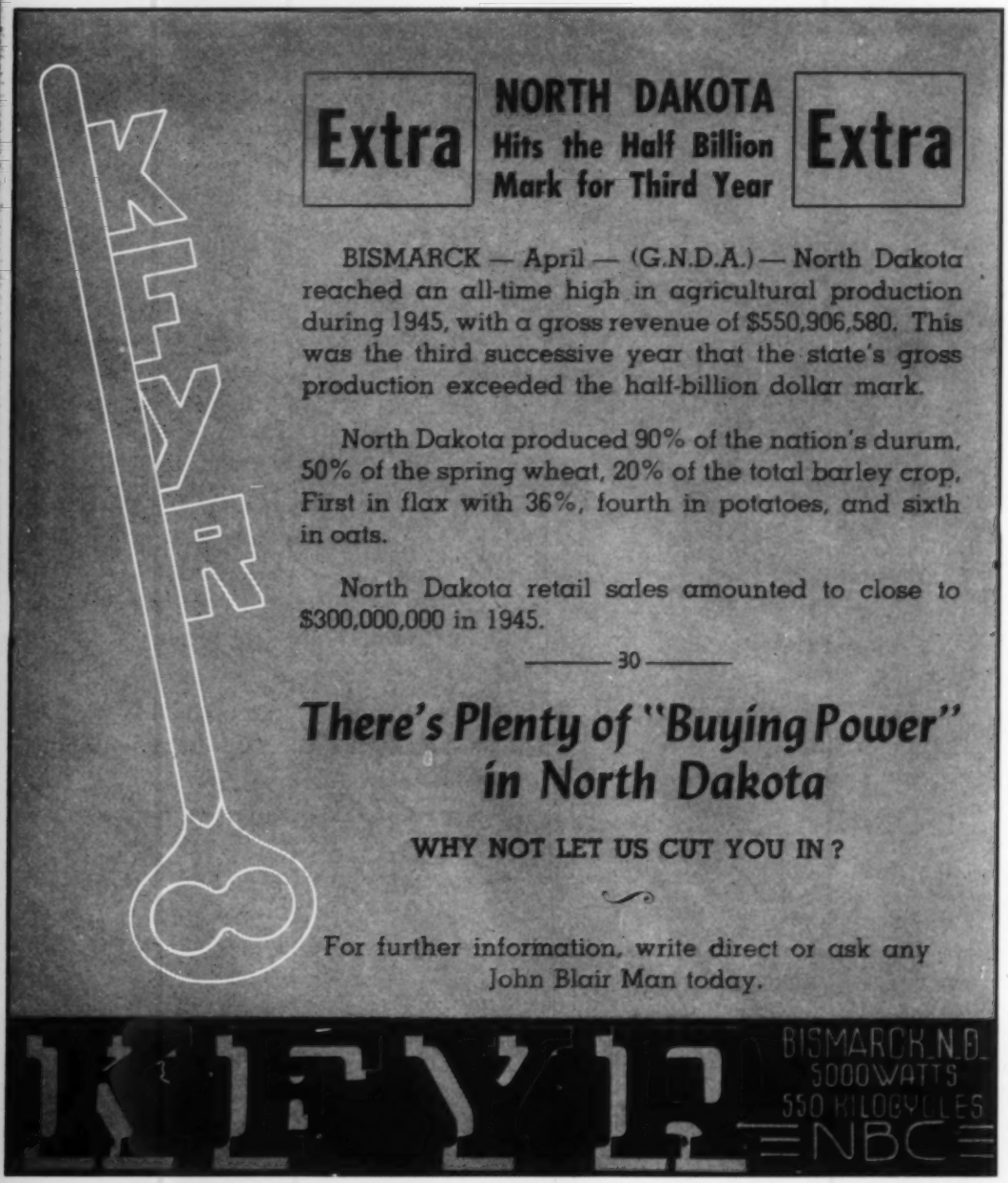
Yes, said Raphael Hayes, radio writer for Press Assn. "Radio melodramas by and large present an unreal fantastic world of excitement. In short, they present a fraud. Can anyone honestly encourage a child to seek his release in such a world? Radio is a superb educational medium . . . radio should have no part of offering fraudulent substitutes, adventures that distort reality."

No, said Dr. S. Harcourt Peppard, child psychiatrist and acting director of the Bureau of Child Guidance of New York City's Board of Education. "I am convinced that radio programs do not produce neurosis in children, nor behavior problems, nor juvenile delinquency."

No, said Josette Frank, radio consultant for the Child Study Assn. of America. "I believe that this kind of vicarious adventure, escape, excitement, even blood and thunder are necessary and important to most children, as outlets for their own emotions, particularly their feelings of aggression."

Maybe, said William F. Soskin, psychologist at the Habit Clinic for Child Guidance, Boston. ". . . I disagree with those who claim these programs are the cause of delinquency and severe emotional disturbance . . . but there is another group of criticisms which are quite justifiable." His objections: (1) Children's dramatic shows "over-stimulate" their young listeners; (2) plots have fallen into a 'monotonous rut," and for the current gunplay and chaos should be substituted a better quality of writing.

The MBS forum was the first of three, to be heard Fridays at 10-10:30 p.m. Second one, last Friday, questioned the influence on children of movies; the third, next week, the influence of comics.


KFYR
Extra
NORTH DAKOTA
Hits the Half Billion
Mark for Third Year
Extra
BISMARCK — April — (G.N.D.A.) — North Dakota reached an all-time high in agricultural production during 1945, with a gross revenue of $550,906,580. This was the third successive year that the state's gross production exceeded the half-billion dollar mark.
North Dakota produced 90% of the nation's durum, 50% of the spring wheat, 20% of the total barley crop. First in flax with 36%, fourth in potatoes, and sixth in oats.
North Dakota retail sales amounted to close to $300,000,000 in 1945.
30
There's Plenty of "Buying Power" in North Dakota
WHY NOT LET US CUT YOU IN?
For further information, write direct or ask any John Blair Man today.
KFYR
BISMARCK N.D.
5000 WATTS
550 KILOCYCLES
NBC

NBC Executives Back

AFTER a five-week swing around the country for NBC's annual station meetings, five NBC executives returned last week to their New York headquarters. They were Niles Trammell, president; Noran E. Kersta, manager of NBC's television department; Robert Shelby, director of technical development; Easton C. Woolley, director of the stations department, and Sheldon B. Hickox Jr., stations relations manager. Three other executives who were on the tour have not yet returned from the West Coast. They are Roy C. Witmer, vice president; Clarence Menser, vice president in charge of programs, and Charles P. Hammond, director of advertising and promotion.

DeWitt Millhauser

DE WITT MILLHAUSER, chairman of the finance committee of RCA, director of NBC and of RCA Communications Inc., died April 14 at Doctor's Hospital, New York, at the age of 61. Mr. Millhauser, who spent a life time in banking and finance, recently had undergone an operation. Born in New York Aug. 7, 1884, he joined the banking firm of Speyer & Co. in 1899 after attending elementary and secondary schools. He retired from the firm in 1937 after serving as a partner for 17 years. His association with RCA began in 1929 when he was elected a director. He is survived by a widow, the former Margaret Schaffner, whom he married in 1930, and by a daughter of a previous marriage, Mrs. Margaret W. Cahn.

Film on Distribution

STORY of the distribution of goods from farm or factory to consumers with a basic explanation of why distribution now accounts for 59 cents of the consumer dollar, is presented in a 10-minute 16 mm sound film, "Distributing America's Goods," produced by Encyclopaedia Brittanica Films for Twentieth Century Fund. Film is based on Fund's four-year survey report, a 500-page volume titled "Does Distribution Cost Too Much?"

DEAR WSM:

R. F. D. 6

Dear WSM:

All our kids grew up by WSM - Got music, fun and lots of serious facts from it - even a lot of their religion, when the rains kept the roads shoe-top deep in mud. We don't know what we'd do without WSM - it's the only station our set will bring in all the time.

Yours truly,

This is a composite letter typical of mail received from our listening area.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

Dedicated to the task for more than twenty years, WSM is relieving the isolation of the rural families in its great listening area.

WSM

NASHVILLE

Why I Disagree With the AFRA Lobby

A Protest Against Lea Bill Veto Campaign

Name Withheld by Request

(It's Hard Enough to Make a Living)

AFTER the Senate passed the Lea-Vandenberg bill I was called by AFRA. They wanted to know if they could sign my name to a telegram to President Truman urging the veto of the measure. I answered, emphatically, "No!"

Am I some strange kind of animal, an AFRA member, an announcer and actor, that I will thus fail to string along with what my union loudly maintains is to the best interest of all radio entertainers?

Effect on AFRA

No, I am not, but I have some definite opinions about what AFRA is doing that it shouldn't be doing and some even more definite ones about what AFRA is *not* doing that it *should* be doing.

In the first place, the only possible effect upon AFRA artists of the Lea-Vandenberg bill, which is designed as a curb on the wanton activities of Petrillo and his musician's union, is to cut down on the extra fees paid to artists when the programs on which they appear are transcribed for rebroadcast.

This, it can be easily seen, merely prevents those members of these professions who are regularly working and sufficiently established to obtain such work, from fattening their bankrolls still further by extra compensation for the same amount of work.

This is what AFRA is fighting for, and spending money and energy on in lobbying so powerfully against this bill.

Somehow, I—a veteran who returned eight weeks ago from 3½ years in the Army—can find no sympathy for these poor people who are working on the air for fat paychecks based on $25 for a fifteen-minute program, or for the union that makes such an outcry over the fact that legislation may prevent their obtaining double that fee if the program is transcribed.

It's the old, old story of "them what has gets," and here we find the tireless efforts of AFRA concentrated on adding to the incomes of this minority, the members of which are already making very good, if not fabulous money.

Majority Underpaid

I seem to think AFRA could much better occupy itself in worrying about the *majority* of radio artists in the United States, who are starving or making niggardly wages for large amounts of work.

Here in New York there are many, many artists who cannot crack the charmed circle—who aren't known to the demigods who hand out the work, and who have no satisfactory method of becoming known. These artists are many times as good or better than those who are in the select working circle to which all the money is flowing, but does AFRA do anything to make it possible for them to get their share of the work?

As I said before, I am a veteran, and I've been back eight weeks. I wrote to every network and agency director in town—well over a hundred people. I've had a half-dozen auditions in eight weeks. I have a few more tentatively scheduled for May, and a few vague promises of "in two or three months." And I have mostly unanswered letters. The auditions I have received have all resulted in favorable reports, and nice chats with directors who charmingly told me I was very good, but that there were so many artists around, and "naturally, I have my friends. . . "

Experienced Artist

Let me hastily enter the fact that I am not a neophyte or a GI radio artist; I have eleven years on the air, and was an AFRA member before the war, in fact, since 1939.

I have read of various "committees for veterans" and "lists of AFRA veterans" being circulated to try to combat this situation, but I have seen no results. Maybe if AFRA would take time off from sending telegrams to the President, it could do something for its veterans—and not only its veterans, but all of its qualified people who are roped outside the charmed circle. Maybe it could spread some of that work and money around; there's plenty of it here!

Now we come to my biggest beef of all, out-of-town radio. The people who work outside of New York, Chicago, and Hollywood, and the few other places where AFRA has established locals. There is

(Continued on page 84)

NOTES OR BULLETS?

AFM Welcomes Gal with Case; It Held Gun!

JAMES C. PETRILLO'S disturbingly informal rules of eligibility in his vast clan, the American Federation of Musicians, have, at times, driven hirers of musicians dangerously near the borders of reason when, calling for an accomplished fiddle player, for example, they were presented with a novice of 10 thumbs. A recent incident confirms suspicions that in Mr. Petrillo's AFM the spirit of brotherhood transcends the mundane requirements of professional competence.

A lady viola player with a talent for whimsy applied, on a bet for membership in AFM's biggest local, 802 of New York. A credulous clerk at union headquarters greeted her unquestioningly upon noticing that she carried a viola case under her arm, and she was thereupon welcomed into the friendly fold. What local 802 neither knew, nor apparently cared about, was that it was welcoming not a lady with a viola, but one with a case containing a submachine gun borrowed for the occasion from an Army friend.

OPEN LETTER TO BING CROSBY

WJAG Asks Him Why He Telegraphed Senators On Behalf of AFM President

When Bing Crosby and other AFRA members wired Senators in opposition to S-63, the anti-Petrillo bill, WJAG Norfolk, Neb., took up the matter on its Voice of the Peopl *and read open letters to the performers. Letters resembling the following, which went to Bob Hope, Frank Sinatra, Eddie Cantor and others.*

Dear Mr. Crosby:

Will you please explain why you telegraphed the Senate of the United States in support of James Caesar Petrillo?

No one has done more to build your reputation and make you rich than the radio stations of the United States. Nobody has made it harder for stations to operate than Petrillo. Your action is like biting the hand that feeds you.

Have you read S-63—the Lea-Vandenberg bill to which you object? This bill does not cancel your present contracts, and allows their renewal or new contracts so long as they are not coercive in character and you do not resort to intimidation, threat or duress.

Certainly you do not want to do business that way. You have complete liberty of action under the new bill so long as there is no unlawful intimidation or coercion.

I suggest you get a copy of the Congressional Record of Saturday, April 6 and read the final debate on pages 3305 to 3322. You will find that your rights are fully protected.

I like you on the air and screen but I think you and other radio and screen artists are pandering on your good name and taking undue advantage of your public when you allow your name to be used publicly to oppose legislation so widely acceptable as S-63, which has an outraged public behind it.

When the Senate of the United States votes 47 to 3 for a bill and the House votes 222 to 43, it makes you look foolish to oppose it. Inasmuch, as we have read this as an open letter over WJAG, we will be glad to read your reply.

WJAG NORFOLK, NEB.

★KENNY BAKER
"SINCERELY KENNY BAKER"

★MARGARET WHITING
"THE BARRY WOOD SHOW"

★VINCENT LOPEZ
"YOUR PLEASURE PARADE"

★DONNA DAE
"SINCERELY KENNY BAKER"

★BARRY WOOD
"THE BARRY WOOD SHOW"

★BARNET NOVER
WASHINGTON VIEWS AND INTERVIEWS

Frederic W.
ZIV
Company
PRESENTS . . .

★DICK BROWN
"CALLING ALL GIRLS"

★GOODMAN ACE ★JANE AC
"EASY ACES"

★ALAN COURTNEY
"THE KORN KOBBLERS"

★JIMMY WALLINGTON
"SINCERELY KENNY BAKER"

★THE MODERNAIRES
"YOUR PLEASURE PARADE"

★VLADIMAR SELINSKY
"SONGS OF GOOD CHEER"

★THE MELODY MAIDS
"THE BARRY WOOD SHOW"

★THE PLEASURE PARADE ORCHESTRA
"YOUR PLEASURE PARADE"

★JERRY SEARS
"SONGS OF GOOD CHEER"

★SAM BALTER
"ONE FOR THE BOOK"

★THE KORN KOBBLERS

★BUDDY COLE
"SINCERELY KENNY BAKER"

★HENRY SYLVERN
"THE BARRY WOOD SHOW"

★DICK KOLLMAR
"BOSTON BLACKIE"

★SALLY FOSTER

★PAPPY CHESHIRE

★BOB KENNEDY

★PAULA KELLY

★MILTON CROSS

TRANSCRIBED
SHOWS FROM
THE HOUS
OF HITS.

3 GREAT MUSICALS

The new transcribed

BARRY WOOD SHOW

SMOOTH IS THE WORD FOR IT!

WITH
★ MARGARET WHITING
★ THE MELODY MAIDS
★ HENRY SYLVERN AND ORCHESTRA

WRITE, WIRE OR PHONE FOR AVAILABILITIES

FREDERIC W. ZIV COMPANY

1529 MADISON ROAD, CINCINNATI 6, O
NEW YORK • CHICAGO • HOLLYWOOD

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT

"Sincerely—Kenny Baker"

★ DONNA DAE
Little Miss Rhythm Herself

★ BUDDY COLE
And his men of Music

★ JIMMY WALLINGTON
Your Favorite Master of Ceremonies

THE GRANDEST VARIETY SHOW EVER PRODUCED!

"YOUR PLEASURE PARADE"

VINCENT LOPEZ

DICK BROWN
PAULA KELLY
LILLIAN CORNELL
BOB KENNEDY
MILTON CROSS
JIMMY WALLINGTON

A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship!

★ THE MODERNAIRES

★ THE GREAT PLEASURE PARADE ORCHESTRA

MAKING TRANSCRIPTION HISTORY!

OTHER CURRENT ZIV SHOWS

• BOSTON BLACKIE • SONGS OF GOOD CHEER • MANHUNT • THE KORN KOBBLERS • CALLING ALL GIRLS • EASY ACES • OLD CORRAL • WASHINGTON VIEWS AND INTERVIEWS

Durr to Debate Blue Book at Institute

Ohio State May 3-6 Plans Tentatively Announced

FCC COMR. Clifford J. Durr will take part in discussion of the Commission's Blue Book at the annual dinner May 5 of the Sixteenth Institute for Education by Radio.

The dinner and its debate on the "Public Service Responsibility of Broadcast Licensees" report is one of many events scheduled for the May 3-6 sessions of IER at Columbus, sponsored by Ohio State University.

According to the advance program issued by Dr. Keith Tyler, head of the radio education division at OSU and chairman of the Institute, the dinner-debate will be held in the Ballroom of the Deshler-Wallick Hotel with Comr. Durr and a yet-unnamed representative of the radio industry participating. In addition, Roger Baldwin of the American Civil Liberties Union, has been invited to join the debate.

At General Session

Comr. Durr is also slated to speak on a general session symposium Friday evening, May 3 on radio's reconversion and assumption of postwar obligation. Other speakers on this panel will be NAB President Justin Miller; Davidson Taylor, CBS vice president and director of programs; H. B. McCarty, director of WHA, University of Wisconsin station; and Nathan Straus, president of WMCA New York.

A special session arranged for Sunday, May 5, will deal with "The Implications for Radio of Atomic Energy" as part of *University of Chicago Round Table* program on NBC, 12:30-1 p. m. Panel of scientists to speak includes Reuben Gustavson, vice-president, University of Chicago; Harold Urey, Nobel prize winner and distinguished service professor of chemistry, University of Chicago. Invitation has also been tendered Irving Langmuir of General Electric Research Laboratories.

IER's advance program lists as invited participants on the atomic subject: Comr. Durr, William Benton, Assistant Secretary of State; William Ernest Hocking, department of philosophy, Harvard University; Karl Koerper, vice president of KMBC Kansas City; Charles Siepmann, New York University and formerly a special assistant at the FCC; Raymond Swing, ABC news analyst; Karl Wyler, manager of KTSM El Paso.

Criticism Panel

On a panel scheduled for 9 a. m. Monday, May 6, under the title of "Radio Criticism" will appear Elizabeth Forsling, radio editor, *Newsweek* Magazine; Robert Stephan, radio editor, Cleveland *Plain Dealer;* Thomas McCray, national program director, NBC; William Cline, assistant manager, WLS Chicago. Chairman of the panel is Robert K. Richards, Editorial Director of BROADCASTING Magazine.

Agenda for the four-day meeting also includes awards in 14 categories for best entries in the Tenth Annual American Exhibition of Educational Radio Programs, held in conjunction with the Institute. Preliminary judging of some 400 public-service type programs is currently being completed with final judgings to take place just in advance of the Institute.

Registration Rooms

IER headquarters and registration rooms have been set up in the Deshler-Wallick and Neil House Hotels for an anticipated attendance of 1,500.

The advance program, to be supplanted by a final schedule released the first day of the session, lists four general sessions; two special sessions; 12 work-study groups; eight section meetings; eight round table discussions; and meetings of 16 committees, associations and other organizations.

Other personalities to speak at the Institute in addition to aforementioned, are: Arno Huth, author, Geneva, Switzerland; Dr. P. H. Frederick Chao, professor of education, National College of Rural Reconstruction, Chungking; Edgar Kobak, MBS president; William Bearup, overseas representative in London, Australian Broadcasting Commission; Benjamin Cohen, assistant secretary-general in charge of information, UNO; Paul B. White, CBS director of news and special services; Francis Russell, director, office of public affairs, State Dept.; Christopher Cross, liaison officer, American Broadcasters and Radio Press, Information Department, UNO; William T. Stone, director, office of international information, State Dept.; Alma Kitchell, president of the Assn. of Women Directors and director of women's programs for ABC; John C. Baker, chief of radio service, Dept. of Agriculture; Josette Frank, chairman of the radio committee of the Child Study Assn. of America; Elaine Carrington, writer; R. S. Lambert, supervisor of educational broadcasts, CBC; Rabbi Moshe Davis, Jewish Theological Seminary of America; Emory Ellis, director of information, Netherlands Information Bureau; Johnny Johnstone, radio director, National Assn. of Manufacturers; A. A. Schechter, MBS vice president in charge of special events and publicity; Noran E. Kersta, manager, NBC television department.

Topic Schedule

Schedule of topics in the advance program includes:

General Sessions: Has Radio Reconverted?; Radio and the International Scene; The Implications for Radio of Atomic Energy; Radio and Inter-Group Understanding: A Progress Report.

Special Sessions: Origination of "Our Foreign Policy"; Television and Education.

Annual Institute Dinner: Public Service Responsibility of Broadcast Licensees—A Debate on the FCC Report.

Work-Study Groups: Agricultural Broadcasts; Children's Programs; Radio Journalism; The Junior Town Meeting; Music Broadcasts; Broadcasting by National Organizations; Radio Councils; Radio Research; School Broadcasts; Professional Training for Radio; FM Radio and Education; Religious Broadcasts.

Section Meetings: College Public Relations Broadcasting; The High School Radio Workshop; Broadcasting by Local Youth Organizations; Radio and the Negro; Problems of Radio Production; Public Health Broadcasts; Radio and Veteran Rehabilitation; Women's Programs.

Round-Table Discussions: Problems of Student Campus Stations; Critics Look at Radio; What Services Can Foreign Information Centers Render to American Radio?; Radio and Adult Education; Social Responsibility of Radio Public Relations; Religious Broadcasts; Television Programming and Production; The Social Responsibility of Radio Writers.

Nielsen to Offer Radio Index If CAB Drops Its Own Service

ARTHUR C. NIELSEN Co., Chicago, has offered the Nielsen Radio Index to all CAB subscribers, if CAB's service is discontinued [see CAB Committee story, this issue].

The offer, contained in a letter to B. C. Duffy, chairman of the Cooperative Analysis of Broadcasting, from Arthur C. Nielsen stipulated that the offer would be contingent upon approval by CAB's Board of Governor's of the Nielsen index. Mr. Neilsen offered to "substantially accelerate" the "normal development" of the Nielsen index, if CAB would agree to his proposals.

Would Improve Service

This would include: (a) expansion to full national coverage of the Nielsen index; (b) increased sample, possibly by thousands of audimeters (device used to test listening habits of families in various wage and social levels); faster deliveries, and expansion to 52 weeks per year of the companys reports, "if desired by the industry".

Discontinuance of CAB, and the endorsement of NRI, Mr. Nielsen declared, "would give the industry the 'ideal' radio research service and achieve this within the cost limits suggested by your committee."

CAB is unable to provide "adequate measurements" of FM and television, "which will soon be needed very badly," according to Mr. Nielsen. He criticized "wasteful duplication" of services.

Durham

North Carolina's 3rd largest city. Second top city in drug sales. Home of Duke Univ. Maker of 25% nation's cigarettes. Impartial . . .

Surveys

prove Durham prefers one station over all others combined. Naturally that's the station advertisers . . .

Favor

for moving merchandise quicker at least cost. The station that blends the local touch with the best from CBS.

WDNC

Owned By Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

Buckendahl Named VP, General Manager, KOIN

HARRY BUCKENDAHL last week was appointed vice president and general manager of KOIN Portland, Ore., recently acquired by Field Radio Enterprises, Chicago. Mr. Buckendahl was formerly KOIN sales manager. He succeeds C. W. (Chuck) Myers, former station owner, in his present position.

Mr. Buckendahl

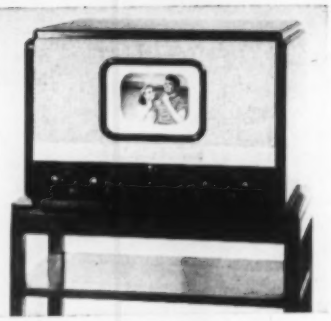
Other appointments announced last week by the Field interests were Arthur W. Kirkham as vice president and director of public events; and Clyde Phillips as assistant secretary-treasurer.

WDSC GOES ON AIR MAY 1, ON 800 KC

WDSC Dillon, S. C., now under construction as a 1,000 w daytime station on 800 kc, will begin operations from temporary studios about May 1, according to Henry Sullivan, general manager. Approximately 60 days later he said, station hopes to occupy a new building now under construction on U. S. Highway 301, about 3½ miles south of Dillon.

In addition to Mr. Sullivan, recently released from the Navy and formerly commercial representative of WGTM Wilson, N. C., and program director, WBIG Greensboro, N. C., WDSC personnel will include: Jack Ikner, chief engineer, with WGTM before Navy service; H. W. Severance, commercial manager, recently discharged from Army.

WDSC will be a Mutual affiliate. It will subscribe to UP radio news wire and to Standard Radio's transcription library service.



THIS TELEVISION model will retail at about $150, says Belmont Radio Corp. It has 7-inch picture tube and two tuning bands cover the 13 channels. Picture brightness permits daytime viewing. Delivery to retailers is promised in July.

Broader Coverage By Elliott-Haynes

Canadian Ratings Now Include Larger Number of Cities

FIRST RATINGS to be released under the reports from a larger number of cities by Elliott-Haynes, Toronto, issued at Toronto, April 16, cover daytime and evening national sponsored program ratings for March in both French and English. The new ratings are based on reports from 1668 telephone calls for English language programs in 15 Canadian cities, instead of the former four cities.

English language programs are obtained by the coincidental telephone method in Halifax, Sydney, Moncton, Montreal, Ottawa, Kingston, Toronto, Hamilton, London, Winnipeg, Regina, Saskatoon, Calgary, Vancouver and Victoria. For French language program calls are now made in Montreal, Quebec, Three Rivers and Sherbrooke. While only sponsored programs are now being rated, it is planned later this year to include national sustaining programs.

Rating reports are to be issued once a month nationally, about the 10th of the month following that in which ratings were taken. Twice monthly regional ratings will also be issued for Montreal, Toronto, Winnipeg and Vancouver.

For March evening national rating *Fibber McGee and Molly* led in popularity with program rating of 41.2, followed by *Radio Theatre* 38.1, *Charlie McCarthy* 33, *Music Hall* 26.4, *Album of Familiar Music* 24, *Adventures of Ozzie and Harriet* 23.5, *NHL Hockey* (Canadian program) 22.3, Bob Hope 19.8, *Green Hornet* 19.8, and *John and Judy* (Canadian program) 19.7.

March daytime national ratings for English language programs gave the lead to *George's Wife* (Canadian program) with 22.9, followed by *Happy Gang* (Canadian program) 21.8, *Big Sister* 19.4, *Lucy Linton* (Canadian program) 16.8, and *Stars to Be* (Canadian program) 16.6.

French language evening national ratings for March place first *Un Homme et Son Peche* 40.5, *En Chantant dans le Vivoir* 35.5, *Tourbillion de la Gaiete* 35.2, *Ralliement du Rire* 35.1, and *Nazaire et Barnabe* 34.7. French daytime programs for March list first *Quelles Nouvelles* 31.3, *Jeunesse Doree* 31.2, *Metairie Rancourt* 26.7, *Grande Soeur* 26.3, and *Rue Principale* 26.1.

Change of Date

VISIT of Maj. Gen. William Livesay in a recruiting drive to WCCO Minneapolis was indicative of the sharp contrast in the mode of living today. Approximately a year ago Bob Woodbury, WCCO commercial editor, was a teletype operator attached to the General's 91st Powder River Division and conferred with him at an advance outpost deep into German territory in the Po Valley campaign in Italy. Now, General Livesay's "command outpost" during his Minneapolis campaign, was the WCCO studios, where Woodbury is confined to a continuity typewriter rather than a teletype machine.

. . . or what happens when KTSM teaches in a college . . . . .

Back in 1944, KTSM had an idea. There was, we'll admit, some head shaking, a few doubts. We decided to teach school. It seemed, then, to be in the public interest to offer students of TCM (a branch of the University of Texas) a course of study in radio. The college liked the idea—asked us to go ahead. We did and directed the construction of a studio on the campus; put our staff members in the class room as instructors. Today this progressive college is one of the two to offer a complete radio course—a "major" in radio—8 separate classes—carrying full college credit. This effort—in the public interest—is a part of KTSM's active and long-range program of service both to radio and the people of this community. *This, we believe, is real public service.*

Best bet, then, is to live in a community where the radio station is interested in doing more than sell time and entertain listeners. Pick a city like El Paso where the LEADING station LEADS in matters of "public interest." If you want to know more about the course, write to: Registrar; Texas College of Mines (branch of University of Texas), El Paso, Texas.

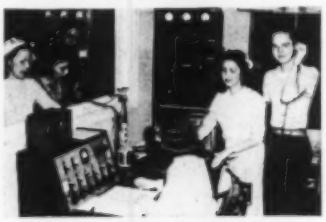
Geo. P. Hollingbery Co.
National Representative

KTSM

EL PASO, TEXAS

One of two colleges offering a "major" in radio, TCM students receive "on the job" training in both KTSM's city and campus studios.

This "college prof" knows more than theory. He's a working member of the KTSM staff and teaches, not just from books—but experience.



Students observe—and produce—broadcasts under the direction of KTSM staff member instructors. They're "at home" in a station.

KTSM, in the public interest, began teaching radio at TCM in 1944. The idea originated with KTSM—is proved a successful plan.

HOOPER AFTER HOOPER PROVES KTSM THE LEADER IN EL PASO

self-synchronizing

finch facsimile

World's Fastest and Most Accurate *Communications Equipment*

POINT TO POINT (*Mobile or Stationary*)

TELEFAX
the "Instant Courier"

With Finch Facsimile equipment ("Telefax"), illustrated and written messages called Faxograms can be sent at great speed between any two points that can be connected by radio or wire. These points may be stationary (as between factory and office) or mobile (as between ship to airplane or station to patrol car). Anything or everything that can be printed, drawn or written on a sheet 8½" x 11" can be transmitted or received by radio in two minutes or by wire at slightly slower speeds depending upon type of circuit used.

BROADCAST

AIR PRESS
TELEFAX ILLUSTRATED NEWS

Pictures and printing broadcast to homes

With Finch Facsimile equipment, illustrated printed matter such as newspapers or magazines can be sent by radio to homes. Stations are now being licensed to render this service. Home recorders and recording paper will be moderately priced. Broadcasts will include all news and features such as cartoons, market reports, photographs, and maps besides illustrated and printed advertisements. In one hour, the equivalent of more than twenty pages of tabloid size can be transmitted and received.

For Full Information write to:

FINCH TELECOMMUNICATIONS, Inc.

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BBC May Consider Going Commercial

British Listeners Want Programs On Par With U. S. Radio

By EDWIN H. JAMES

MANY a British radio listener who developed a taste for the slick, quick-witted performances of U. S. radio stars heard in England during World War II has found the heavier BBC programming dull fare since U. S. radio shows, after war's end, left British airways to the British.

Last week, in New York, a British entertainment expert reported that a growing revolt of listeners and artists in England might well lead to commercial broadcasting soon. John Harding, famed British boxing promoter and general manager of the Marquis of Queensberry's All-Services Club, London, which produced 2,500 broadcasts for Allied troops during the war, spoke his mind on present British radio.

Said he: BBC is a pauper by comparison with the well-heeled U. S. radio system. Its only income derived from license fees paid by British radio receiver owners, BBC cannot afford to hire the quality of talent which lavish spenders like U. S. radio advertisers can hire.

Everyone in Britain is hasty to admit that the BBC in wartime did a "superb broadcasting job," said Mr. Harding. Performers, caught up in the patriotic spirit, were eager to donate their services to programs which in less critical times for the nation would cost small fortunes. To Britain, with war's end, less critical times have come.

"The artist simply cannot afford to work for radio now," he reported.

Proposed Solution

Solution to Britain's radio dilemma proposed by Mr. Harding, and by many figures in Britain's entertainment business, is to devote a portion of each broadcast day to commercially sponsored air shows.

"I should say four hours a day of commercial broadcasting would be adequate," he said. Proponents of commercial radio in England estimate that such a schedule would produce 12 million pounds in yearly revenue, enough income to improve the quality of British programs, and also to provide the government with a tidy annual leftover that could be applied against general government expense.

Commercialism Gains

Commercial radio has gained added support among the tax-burdened British people, Mr. Harding said. BBC's government charter expires at the end of this year and its expiration date is regarded by many as the tactical D-Day to inaugurate advertising on the hitherto ad-free British air.

Chief opposition to commercializing British broadcasting comes from the British press, said Mr. Harding, although Prime Minister Attlee has expressed himself against advertising on the air.

All in all, said Mr. Harding, it is likely that Britain's radio listeners next year will be tuning to commercial programs. "What is the alternative?" he asked. He provided his own answer: "The restoration of commercial stations in Europe capable of reaching England with their broadcasts will mean that those stations will be getting advertising money which would be available to England if commercial radio were in operation."

Mr. Harding thinks that alternative is one which Britain can ill afford to choose.

Obliging Soul

PUBLIC SERVICE must become ingrained in some station people, like Trafton Robertson, for example. The m. c. of the WMAL Washington *Music Box*, was driving to the studios the other morning when he noticed a fire. Driving madly to the suburban Silver Spring fire station, he reported the fire, and quickly stopped the boys from leaping to their engines. "Don't go away, boys," he pleaded, "I brought the fire with me. It's here in my car." And the volunteers were saved a trip.

City College to Make 23 Radio Awards

Five Plaques, 18 Merit Certificates Will Be Presented

PRESENTATION of five plaques and 18 certificates for award of merit to stations, networks and advertising agencies will feature the second annual radio and business conference sponsored by New York's City College School of Business April 30 and May 1 at the Hotel McAlpin, New York [BROADCASTING, April 15].

The awards will be presented at a dinner closing the two-day session, 7:30 p.m. May 1.

Winners of plaques announced by Dr. John Gray Peatman, associate dean of the City College of New York and chairman of the Committee on National Radio awards for the conference, are:

The Ralph H. Jones Co., Cincinnati, O., for that agency's promotion of the sponsored program, *Linda's First Love.*

WEEI Boston for its promotion of the public service program, *Life to the Front.*

WCAU Philadelphia for its public service program, *Crusade for Better Drinking Water.*

Columbia Pacific Network, Los Angeles, for its over-all regional network promotion.

NBC for its over-all national network promotion.

Certificates for award of merit will be presented to:

WGAR Cleveland for the most effective direct selling sponsored radio program developed by a clear channel station, *Serenade for Smoothies.*

WHN New York for the most effective institutional sponsored radio program developed by a clear channel station: *The Author Meets the Critics.*

Buchanan & Co., Los Angeles, for the most effective institutional sponsored non-network radio program developed by an advertising agency: *Romance of the Ranchos.*

St. Georges and Keyes, New York for the most effective institutional sponsored network radio program developed by an advertising agency: *Exploring the Unknown.*

WWJ Detroit for the most effective public service radio program developed by a regional station: *Alcoholics Anonymous.*

WCAU Public Service

WCAU Philadelphia for the most effective public service radio program developed by a clear channel radio station: *Crusade for Better Drinking Water.*

CBS, for the most effective public service radio program developed by a national network: *Assignment Home.*

Batten, Barton, Durstine & Osborne, New York, for the most effective sponsored radio announcements developed by an advertising agency: *Chiquita Banana.*

E. W. Ziv Inc., of Cincinnati, for the most effective promotion by a transcription producer of a sponsored national radio program: *Calling All Girls.*

Ralph H. Jones Co. of Cincinnati, for the most effective promotion by an advertising agency of a sponsored regional radio program: *Linda's First Love.*

KMBC Kansas City for the most effective all-over station promotion by a regional radio station.

WLW Cincinnati for the most effective all-over station promotion by a clear channel radio station.

Columbia Pacific Network of Los Angeles, for the most effective all-over promotion by a regional network.

NBC for the most effective all-over promotion by a national network.

WEEI Boston, for the most effective promotion by a regional radio station of a public service program: *Life to the Front.*

ABC, for the most effective promotion by a national network of a public service radio program: *America's Town Meeting of the Air.*

WKY Oklahoma City, for the most effective promotion by a regional station of a sponsored radio program: *Edgar Bergen and Charlie McCarthy.*

NBC for the most effective promotion by a national network of a radio program designed for sponsorship: *The Fred Waring Show.*

Honorable Mentions

Honorable mentions go to:

KFH Wichita, Kansas, for an unusually effective public service program developed by a regional radio station: *Citizens of Tomorrow.*

WROK Rockford, Ill., for unusually effective all-over promotion by a regional radio station.

Community Chests & Councils, Inc., of New York, for an unusually effective institutional radio program: *Crisis in War Town.*

KLZ Denver, Colo., for an unusually effective public service radio program developed by a regional radio station: *Welcome House.*

KSL Salt Lake City, for an unusually effective public service radio program developed by a clear channel station: *This Business of Farming.*

NBC Western Division of Los Angeles, for unusually effective all-over promotion by a regional network.

Committee Members

Members of the awards committee were: William McIntyre, radio editor of *Tide;* Joseph Koehler, director of radio and television, *Billboard;* Lawrence Hughes, New York editor of *Advertising Age;* Eldridge Peterson, managing editor of *Printer's Ink;* George Rosen, radio editor, *Variety;* M. H. Shapiro, managing editor of *Radio Daily;* E. W. Davidson, director of customer relations of *Sales Management,* and Bruce Robertson, New York editor BROADCASTING.

The conference will open at 2:30 p. m. April 30 with a session on the subject of "The Impact of New FM, AM and Television Stations." At 8 p. m., the same day, a session on "Program Trends and Standards" is scheduled.

Two sessions are scheduled for 10 a. m. May 1, one on "The Effectiveness of Television Advertising," and the other a free, open assembly for veterans before which key radio executives will discuss, "The Veterans Chances in Radio."

On May 1 at 2:15 p. m., a session on "The FCC Report—Is It Right or Wrong?" is scheduled.

When Rex *King of Carnival* in New Orleans Addressed His Loyal Subjects

MARDI GRAS

The Biggest Show in the Nation Was On WWL

The majestic voice of Rex himself was carried over WWL — and the CBS Network

The Mardi Gras parade — first since 1941 — was described brilliantly by the WWL special events staff and Larry LeSueur and Bill Downs of CBS

Listeners were transported to one of the fabulous Carnival Balls by WWL

The WWL "float" carrying WWL's Dixieland Jazz Band held a prominent place in Carnival parade

Listeners turn to WWL for complete reports on Big Events

WWL used short-wave pick-up to follow the New Orleans Open Golf Tournament

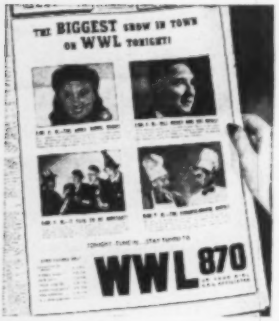
Typically—WWL was first on the scene at the February 19th explosion

HOW WWL ADVERTISES ITS ADVERTISERS

The only New Orleans station using all of these media continuously:

24-Sheet Posters

Street Car Dash Signs



Newspaper Advertisements

Point-of-Sale Displays

Folks turn first to....

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

D.C. Television Set Allocation Cited

13,000 to Capital This Year, Du Mont Tells FCC Hearing

PLANS of receiver manufacturers to allocate up to 13,000 television sets for the Washington, D. C., market before the end of 1946 were disclosed last Wednesday at oral arguments before the FCC on proposed channel assignments for video stations in the Capital.

Leonard F. Cramer, vice president of Allen B. Du Mont Labs Inc., in charge of the broadcasting division, told the Commission a poll by Du Mont of six large known producers of television receivers revealed that between 10,500 and 13,000 sets will be distributed in Washington by the year's end. He said Du Mont will allocate 1,000 sets to the Capital.

Dr. T. T. Goldsmith Jr., Du Mont research director, testified that RCA has committed itself to 2,000 receivers for Washington in 1946. He said Du Mont is designing basic transmitter units for use on all 13 television channels and will be able to deliver transmitters for channels 1 to 6 by November.

Testimony on receivers was introduced by Du Mont in support of the FCC proposal to assign channel 5 for the Du Mont station in Washington. William A. Roberts, counsel for the company, said Du Mont is now completing a transmitter to operate on this channel and has an antenna tower installed at the site of its station.

The arguments were held as a result of objections filed by the *Evening Star* Broadcasting Co. (WMAL) to the proposed assignment of channel 7. The company had originally applied for channel 4 but said it would accept either 4 or 5.

Star Objection

Duke M. Patrick, counsel for the *Star*, challenged the reasoning by which the Commission proposed to assign channels 4 and 5 to NBC and Du Mont, respectively, and contended these channels have advantages over channels 7 and 9 which are proposed for Evening Star and Bamberger Broadcasting Co. He said that Du Mont and NBC already have television stations elsewhere and that none of the manufacturing applicants have applied for one of the higher channels.

Comr. Jett interposed that preference for the lower channels was based on availability of equipment rather than desirability of frequency. He said the Commission has only theoretical knowledge of performance on channel 7, while there has been experience with the use of channels 4 and 5.

Mr. Patrick said the transmitter which NBC has had "in cold storage" for use on channel 4 in Washington is now obsolete and he expressed doubt whether it would be used. He said restrictions on construction by the CPA would affect all Washington television grantees.

Questioned by members of the Commission, he said he could not give an exact date as to when the *Star* station would be ready to operate. He explained that transmitters for channels 4 to 6 would not be available until January and that units for the higher channels could not be delivered until later in 1947.

He said the *Star* would not wait for completion of its projected downtown radio center to start television operations but would use a temporary studio to be built at its transmitter site on the American U. campus.

Pioneer Status

Gustav Margraf, counsel for NBC, opposed any change in the proposed assignment of channel 4 for the network. He said NBC received a construction permit for 60-66 mc in 1941 and subsequently applied for a channel nearest this region after the war had interrupted television development. To assign the network a higher channel, he contended, would penalize a company which has pioneered in the art.

Mr. Margraf testified that NBC had a transmitter ready for channel 4 since 1941 but that this unit has been used in New York. However, he explained, a duplicate transmitter for channel 4 is now available for Washington.

He said that the lower channels have an advantage from the standpoint of immediacy in establishing a television station. He added that NBC is prepared to go ahead in Washington but that time of starting will depend on CPA restrictions. He argued that NBC was in a better position to begin service quickly than *Evening Star* because it has programs, technical facilities and zoning permission for its tower while *Evening Star* has shown no program plans and must still obtain zoning approval for its antenna.

For All Channels

Mr. Margraf said it was his impression that transmitters for all 13 channels would be available from RCA but he was unable to say when.

Frank Scott, counsel for Bamberger, testified that no manufacturer could indicate when transmitters to operate on the higher channels can be delivered. He did not protest the proposed assignment of channel 9 to his company.

For the first time since the death of Comr. Wills early in March, six Commissioners were present. Comr. Hyde, who had received his notification from the President Tuesday, participated in the proceeding.

FCC Rides Again . . . . . *An Editorial Reprinted From Collier's*

THE Federal Communications Commission is up to its old tricks again, trying to interfere with the content of radio programs.

In a current 140-page report on the public responsibility of broadcasters, the FCC takes it on itself to warn radio people that renewal of station licenses and granting of new ones will depend henceforth on what is vaguely described as a station's service to its audience.

Elements of this service, it then appears, include the amount of commercials put on the air by a station, the amount of time given to discussions of public affairs, and the actual character of some of the entertainment features. A solemn curse is put on soap operas and excessive commercials. Then the FCC piously disclaims a desire to regulate radio programs, and calls for "forces outside the broadcasting industry" to do the regulating via criticisms and objections.

Holding no brief at all for the bad taste of certain soap operas and commercials, we think nevertheless that the FCC still suffers from its long-time itch to control radio broadcasting; to censor programs; to tell radio what it may and may not put on the air. The FCC has been slapped down on this score by an angry public opinion on previous occasions, but it is in the nature of bureaucrats never to stop trying to expand their powers.

This is the same Commission that recently, and against the advice of various outstanding scientists in radio, booted frequency modulation (FM) radio off its long-occupied 50-megacycle wave band. If this ruling sticks, more than 400,000 existing FM receiving sets in this country will be made obsolete from the standpoint of FM reception; FM service will be pretty much confined to city areas; and truly effective broadcasting will stay largely in the hands of four big networks.

Radio's tens of millions of U. S. listeners had better get up on their hind feet and fight these latest FCC moves to arrogate radio-program control to itself and to destroy the brilliant promise of FM radio. One way to fight is to clip this *Collier's* editorial and send it to your congressman or one of your senators with any remarks you feel like adding.

If the public doesn't fight, as it has done in the past, the FCC encroachments will go forward, and a time can come when the FCC will be admonishing Mortimer Snerd to smarten up, or gagging Walter Winchell or Raymond Swing, or kicking some immensely popular comedian off the air because the FCC doesn't consider him an elevating influence. The upshot can be U. S. radio programs as dreary and depressing as most of those of the British Broadcasting Corporation, a government-controlled concern than whose offerings there are notoriously none duller on this earth.

Congress should long ago have taken away from the FCC its life-and-death licensing power over radio, and confined it strictly to the duties of an umpire among stations in the matter of assigning wave bands. The only proper censor for radio, as for the press, is the public. To set up any other control is to violate the Constitution's guarantee of freedom of speech.

There may have been some excuse during the war, though we doubt it, for postponing drastic reform of the FCC till after the war. The war is over now, and reform is overdue.

Oh Give Me
A Home—
Where The Buffalo
Roam—
And The Deer And
The Antelope Play—

A Good Song To Hum . .

. . . but in reality homes in the Amarillo area are tremendously hard to find due to the expansion this major Texas market is enjoying. As for the buffalo, his roaming stopped many years ago and the few deer and antelope left in this section are so busy dodging construction gangs they have little time to play.

However KFDA

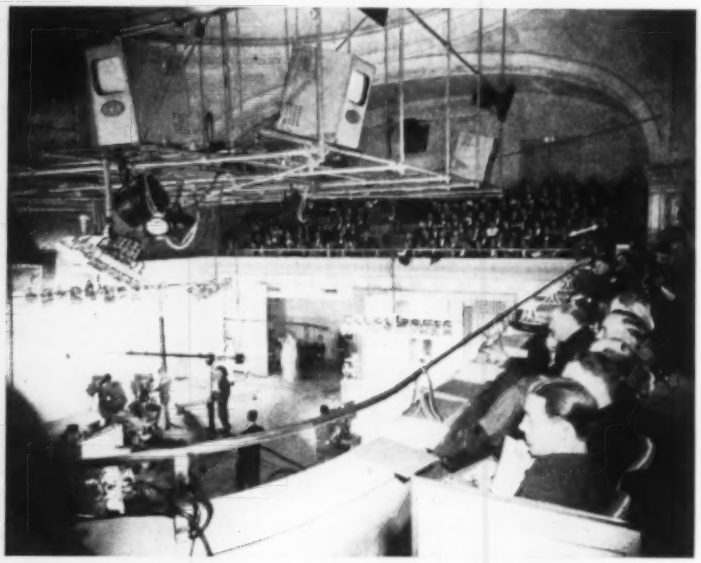
. . . can "give you" access to thousands and thousands of homes where they will deliver your sales message to a receptive buying audience on a low cost per listener basis. For the latest data write us direct—or see a John E. Pearson man.

KFDA
A NUNN STATION

HOWARD ROBERSON, Mgr.

Amarillo, Texas

Government, Video Celebrities At DuMont Wanamaker Debut



DU MONT Wanamaker Studio A, of television station WABD New York, showing audience at opening telecast, April 15. Note viewing screens and speakers suspended above studio so audience in balcony can witness scene as it goes on air as well as watch pickup on studio floor.

FORMAL opening of the world's largest television studio, Studio A of the John Wanamaker studios of WABD, New York video station of Allen B. Du Mont Labs., was held last Monday evening, with appropriate ceremonies and a guest list of 400 video celebrities.

Program, originating in part at WABD and in part at W3XWT, Du Mont experimental video station in Washington, also inaugurated the first permanent commercial hookup between two video stations, linked by the coaxial cable recently installed between New York and Washington by AT&T. A third station, WPTZ, Philco's video transmitter in Philadelphia, also broadcast the two-hour program, but received it by radio relay from New York.

O'Dwyer Prediction

Ceremonies were in keeping with the video milestone marked by the opening of the studios, on which more than half a million dollars had been spent in converting the auditorium of the department store into the most modern of present television studios. Grover Whalen was master of ceremonies. Mayor William O'Dwyer of New York hailed the opening as a sign of the city's destiny to become the television capital of the nation.

Dr. Quo Tai-Chi, former acting president of the United Nations Security Council, saw the occasion as the beginning of a development which "will materially help bind together the peoples of the world into a single family." Gov. Walter E. Edge of New Jersey expressed the pride of that state in Dr. Allen B. Du Mont, whose video inventions were developed in his laboratories in Passaic, N. J.

Dr. Du Mont said that "in a few months television receivers will be available in substantial quantities so we may safely say that this year, 1946, will see the start of commercial television. Next year, 1947, should see the extension of networks moving across the country, the installation of numerous television transmitters in other cities and a further increase in television receiver manufacturing," he declared.

Better Understanding

Leonard F. Cramer, Du Mont vice president and director of the company's television broadcasting division, pointed out that the new studios are functional as well as beautiful and said: "Their magnitude and extreme flexibility is an opportunity and a challenge to the television program producing fraternity."

Speaking from Washington, Senators James M. Mead (D-N.Y.), Albert W. Hawkes (R-N.J.) and Brien McMahon (D-Conn.) viewed the advent of the Washington-New York video hookup as the forerunner of networks that soon will enable the citizens of the country to check up on their elected representatives by watching them in action and that eventually will permit an actual exchange of views between peoples of the world, leading to a better understanding of each other and therefore to a friendlier international feeling on all sides.

Following the addresses, the opening night audience witnessed a dramatic fantasy *Experience* and a new quiz show *Let's Have Fun*. The latter was sponsored by C. F. Mueller Co. and featured a dramatic commercial in which the sponsor's macaroni was cooked, served and eaten while the audience watched.

From Monday on, new studios are being used for the presentation of nightly telecasts, Monday through Friday, 8-9:30 p.m., for ticket-holding spectators. During the daytime, visitors to the department store can visit the studios to watch rehearsals or examine studios and equipment. Balcony surrounding three sides of Studio A has seats for 400, standing room for 300 more. Casts and crews can be watched on the studio floor, with picture being telecast observable on large receiving screens hung in front of the balcony, adjacent to speakers bringing the audience the sound as well.

GOP Chief Hits Federal 'Control'

Press Club Hears Reece Speak On Radio, Press Freedom

FREEDOM of the air will be dead if any governmental agency is ever permitted to control radio programs, in the opinion of Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee.

Firing the opening gun in the GOP campaign to win control of the House next fall, Mr. Reece, in an address before the National Press Club in Washington, warned against any government infringements on freedom. He made it plain that the Republican Party will campaign on the issue of freedom of radio and the press, among other things.

"Many of you have noted an increasing tendency on the part of the Administration to exercise more and more governmental control in fields where no such control can be justified," said the GOP chairman. "Many of you, I assume, are interested particularly in the maintenance of freedom of the press. You have, in recent years, seen many infringements upon that freedom.

"I am sure many of you also are familiar with similar attempted infringements upon the freedom of the air. If any governmental agency is ever permitted to control the radio programs, then freedom of the air will be dead."

He said that while "so far no serious damage has been done," the time "to prevent the destruction of the edifice of freedom is before the foundation has been undermined." Mr. Reece said Republicans both in and out of Congress "have been vigilant in opposition to attempted infringement upon such basic rights as freedom of the press and of the air."

EVER SEE A SPARTAN SELL TRACTORS?

Chiton-clad Spartans had no salesman as persuasive and far-reaching as WSPA's Farmer Gray. But the people in the 16-county WSPA Piedmont have...and persuasive Farmer Cliff Gray sold them 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days after the Pierce Motor Company took over sponsorship of Cliff's Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500! The total sales: $85,500.

Farmer Gray's sales formula is simple: Monday through Saturday at 1:15 p.m. he talks to his affluent listeners in the WSPA Piedmont about the problems peculiar to Piedmont farmers. His talks are friendly and helpful to the farmer—and to the Pierce Motor Company's upjumping sales curve.

We've got other *selling* Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them ...and for you. But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country"

And WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

HELLER NAMED HEAD OF JEWISH APPEAL

GEORGE HELLER, acting national executive secretary, American Federation of Radio Artists, has been named head of the Radio and Stage Artists Division of the United Jewish Appeal of Greater New York. Co-chairmen, cooperating with Mr. Heller in the drive, are: Harry Ackerman, vice president and associate director of radio, Young & Rubicam, New York; Carter Blake, 20th Century-Fox Film Corp., New York; Walter Craig, vice president and radio director, Benton & Bowles, New York; Bert Lytell, Equity Corp., New York.

Executive committee includes: I. S. Becker, assistant director operations, CBS; Myron P. Kirk, radio director, Arthur Kudner Agency, New York; John MacDonald, vice president in charge of finance, NBC; Elliott Sanger, WQXR New York; Morris Schrier, Music Corp. of America; Charles Stark, general manager, WMCA New York; Mary Margaret McBride, Myron McCormick, Minerva Pious, James Reilly, League of New York Theatres; Jessica Dragonette, Joan Edwards, Helen Hayes, John B. Kennedy, Tom Revere, Quentin Reynolds, Kenneth Roberts, Gladys Swarthout and Earl Wrightson.

WDAY SOLD 'EM TO THE WIFE !

On the basis that "you have to tell before you sell", WDAY can sell more merchandise in the rich Red River Valley than all the other stations heard in this area, *combined!* Because:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5 %

STATION C GETS 7.2 %

WDAY FARGO, NORTH DAKOTA N.B.C.

FREE & PETERS, Inc. National Representatives

Col. Simson Heads IRAC Meet May 2

Federal Assignments Above 100 mc Being Channeled

INTERDEPARTMENT Radio Advisory Committee, made up of representatives of government agencies identified with radio, on May 2 holds its first meeting, since election of its new officers, to consider accumulated government frequency problems which have developed in the transition from war to peacetime operations.

Col. A. G. Simson, former Army Signal Corps Reserve officer, representing the War Dept., is the new chairman, having been elected at the April 4 meeting of IRAC to succeed Commodore E. M. Webster, Communications Chief of the U. S. Coast Guard. New vice chairman is Dr. J. H. Dellinger, Chief, Radio Section, Bureau of Standards. Marvin A. Price, FCC allocations engineer, continues as IRAC Secretary.

Active Since 1939

Col. Simson, identified with IRAC activities since 1939, has represented the War Dept. on the Committee itself for more than three years. Prior to that he was a Dept. of Agriculture representative. He recently resumed civilian status after having served as Chief of the Communications Liaison Branch, Office of the Chief Signal Officer.

Commdr. John M. Grider, USN, alternate Navy member, was elected chairman of the IRAC Technical Subcommittee for a two-year term, succeeding Lt. Commdr. A. L. Budlong, USCGR, who remains a member of the committee.

IRAC functions as the Federal Government's frequency assignment organization, making its recommendations for allocations directly to the President. Its relationship to government radio allocations corresponds to that of the FCC in the nongovernmental sphere. It has a membership of 12 government agencies and holds monthly meetings. It is currently engaged in channeling government assignments above 100 mc.

ABC Leads in Daytime Sales, Ratings, Is Claim

LETTER from ABC's vice president in charge of sales, Fred M. Thrower Jr., to agencies and advertisers last week pointed to ABC's record as leading all other networks in time sold and ratings earned by daytime programs and advised that only one hour and 15 minutes of daytime segments were left open for sponsorship.

A schedule of ABC's daytime programs, showing those sponsored and those still for sale, accompanied the letter. To his correspondents, Mr. Thrower said: "Look over this new revised daytime schedule for the daytime periods still available. There's a valuable franchise here for you—if you act now, before the sun goes down."

Get FDR Albums

NBC's COLLECTION of Roosevelt speeches and letters, "Rendevous With Destiny," was presented to Josephus Daniels (left), his lifelong friend, by Richard H. Mason, manager of WPTF Raleigh.

ALBUM was presented to Gov. Raymond E. Baldwin (right), of Connecticut, by Paul W. Morency (center), vice president and general manager of WTIC Hartford, and Leonard J. Patricelli, WTIC program manager.

RECIPIENT of two-volume work was Mayor O'Dwyer (left) of New York, with James M. Gaines, manager of WEAF New York, making presentation.

Daily Devotionals

APRIL 15 WSGN Birmingham, Ala., began series of Monday through Friday devotional programs in 6:45-7 a.m. Programs are conducted by representative from every faith, each of whom is in charge of services for an entire week. Titled "Morning Devotions," series has been preceded by newspaper promotion features and follow-up biographical sketches of participating representatives. In addition postcards are mailed in advance to the congregation whose minister is conducting the program.

Newest Idea In Radio

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It's presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

Speaking of the "Market Basket" Featured on The Shoppers Special

VARIETY says:

• • • • One feature of this show deserving accolade for its effective merchandising is the home interview bit tagged "The Market Basket." To station manager Walter Haase goes commendation for originating it. On two different occasions during the show, a mobile unit with two announcers is sent out to different unscheduled neighborhoods. Announcers Jim Garrett and Jean Chesley give a running account of events leading to interview, and then of question and answer period. They climax their bit by giving away merchandise from a market basket, with commentary on each item. Merchandise is that of show's sponsors. Originally this bit was given once each ayem. Overweight with sponsors and products, it was split into two slots each morning. It's a double-edged merchandising bit and has strong potentialities for development into a net show. It's an intimate homey bit, with refreshing audience appeal. Okay handling by Garrett and Chesley helps. *Eck.*

Send for Brochure

An 8-page brochure, describing all the features on The Shoppers Special.

Copyright 1946, WDRC Inc.

WDRC

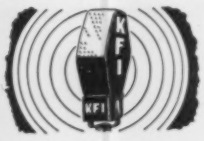
HARTFORD 4 CONNECTICUT

WDRC—FM

BROADCASTING IN THE PUBLIC INTEREST

KFI's eight year old program, "TRAFFIC TRIBUNAL," is this station's contribution to the Southern California public in the matter of traffic safety. It is a well known fact that the area has one of the greatest traffic problems in the United States and "TRAFFIC TRIBUNAL" has accomplished near miracles in effecting sound safety measures. Through weekly quarter-hour programs broadcast over KFI on Saturdays at 10:45 a.m., this series has been responsible for the shifting of hundreds of traffic signals to more advantageous locations; for bringing about a more efficient timing of traffic signals; for calling attention to the need of painted crosswalks and streetcar safety zones; and for promoting the construction of pedestrian tunnels near schools and playgrounds. "TRAFFIC TRIBUNAL" is presented in cooperation with the Traffic Education Division of the Los Angeles Police Department and proof of the extent of its listening audience was evidenced recently when more than one hundred thousand requests came for copies of a traffic laws booklet mentioned on the program.

MORE NOTES ON PERSONNEL



With the resignation of J. G. Paltridge effective April 15th, Jimmy Vandiveer has been appointed Public Service Director, and Dean Moxley, Promotion and Publicity Director for the Station. These departments were all under Mr. Paltridge prior to his resignation.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

CHANGES SUGGESTED IN SURPLUS SALES

IMPROVED advertising practices are needed if the confusion in sale of surplus war property is to be removed, President Truman was informed Wednesday by Howard Bruce, Baltimore industrialist assigned to survey the whole surplus situation.

A manual with general rules for advertising is being prepared by War Assets Administration, agency charged with sale of surplus goods, the President was told. Mr. Bruce recommended that radio speeches be used to inform the public of the surplus situation and covering different phases of the entire program.

In a section of the report devoted to electronics items, Mr. Bruce said the anticipated $1,300,000,000 of electronics surplus expected from armed services this year may be greatly increased. Explaining the agency method of electronics surplus disposal, he said:

"The principal channel for disposal is through a group of something over 100 manufacturers. The contract through which these manufacturers operate is unusual in the fact that it appears not to have sufficient incentive for sales nor does it involve a penalty for lack of sales.

"I have not dug into the subject deeply enough to know how this character of material should be put on the market but I strongly recommend that the contract be investigated by a group from the WAA as the operations under the contract up to date are certainly unimpressive in the amount of sales made and impressive due to fact that out of the sales dollar the Government receives only 53%."

CBS-BBC Exchange

NEW CBS-BBC international exchange series, *Yours Sincerely*, will start April 28, CBS, 12:30-1 p. m., featuring Charles Collingwood, chief CBS correspondent at the UN Council sessions in New York and Wilson Midgley, BBC, London. Program, replacing *Transatlantic Call*, which terminates its series on April 21, will present letters on any subject of mutual interest from volunteer correspondents in each country, to be delivered to the other nation by acting mailmen, Collingwood and Midgley. As series develops, CBS and BBC hope to personalize the program by switching from their New York and London studios to stations near the homes of the letterwriters, who may read their own missives to Britain or America. Robert Heller, who has produced *Transatlantic Call* for CBS, is producer of new series with Albert Ward as director and Godfrey James, BBC producer.

BROADCAST of joint Canadian-American expedition in the Canadian Arctic was broadcast on Mutual April 13, 4:30-4:40 p.m. Show originated from Edmonton, Canada.

Diamond Voices

BASEBALL SPONSORS are back again as major and minor leagues get under way. New contract, for 26 weeks, was discussed with WEEI Boston by Jimmy Foxx (right), ex-big leaguer. Taking part are Ed Tarler (left), of Tarler & Skinner, agency, and Sidney Govener, president of T. Noonan Sons, Boston.

CO-SPONSORING Los Angeles-Hollywood games are Bohemian Distributing Co. and Signal Oil, with home games on KLAC and road games on KMPC. Participants are (l to r), Greacen R. Mitchell, account executive, and Robert T. Van Norden, vice president of Brisacher Van Norden & Staff for Acme Beer; Don Fedderson, KLAC manager; Arthur Gudelman, account executive, Barton A. Stebbins Adv., for Signal Oil.

FTC Charges

CHARGES of misrepresentation in radio and other advertisements have been issued by Federal Trade Commission against David M. Lorenz and Bernhard W. Alden, a co-partnership trading as Arbee Food Products Co., Kansas City. FTC announced the charges last Thursday, alleging that in advertisements of Spark-O-Life, a vitamin product, the firm falsely represented that it has a therapeutic effect in the treatment of rheumatism, arthritis, neuralgia and headache and certain other disorders which "would not be corrected, relieved or cured by a vitamin product such as the respondents'." The firm has 20 days to answer the complaint.

WKRZ Brings MBS To 300 Affiliates

Oil City Station Joins Net April 27 With Ceremonies

MBS which long has led other networks in the number of affiliated stations will welcome the 300th affiliate to its fold April 27.

Mutual's newest acquisition is WKRZ Oil City, Pa., owned and operated by Kenneth E. Rennekamp and managed by Russell E. Shettler. A recent construction, WKRZ has been on the air since February on 1340 kc with 250 w power.

Edgar Kobak, Mutual president, disclosed that including WKRZ 55 stations had been added to the Mutual chain since Jan. 1, 1945, when he assumed direction of the network. Mutual's leased telephone lines linking its 300-station chain now total 20,697 miles.

The network planned an ambitious promotion campaign to welcome WKRZ, including a special network broadcast of capsule versions of its most popular shows from 8 to 9:30 p. m. April 27.

In announcing the addition, Carl Haverlin, MBS vice president in charge of station relations, said the network had pursued a policy of "extending its service to Main Street, America."

"As a result," said Mr. Haverlin, "Mutual programs are carried on some 200 single station markets. These . . . markets are important individually but embracing, as they do, well over 5 million radio homes, they constitute collectively a selling force of incalculable power."

INSIDE STORY

MBS-Army Series Tells History Of Occupation in Japan

SHOWING how radio can be and is being used to educate and to encourage the growth of democracy, the Army-produced *Inside Radio Tokyo* starts on Mutual, April 27, 2 p. m. It will tell a general story of the Japanese occupation, with special emphasis on radio's part in the job.

The series is done with the cooperation of Brig. Gen. Ken Dyke, chief of the Civil Information and Education Division, and former NBC promotion director. Capt. Lansing B. Lindquist, chief of the radio section, Public Relations Office at U. S. Army headquarters in Tokyo, is in charge of producing the series, transcribed in Japan and sent by air courier to the States. Capt. Lindquist was formerly with WSYR Syracuse.

WAC Capt. Dina Carlson, formerly with J. Walter Thompson Co. is writer; Sgt. Mike Dutton of *Philco Hall of Fame*, is producer; Sgt. Jim Fleming, ex-CBS, is announcer; Sgt. Rad Hall, formerly of NBC, is also announcing on the show; Sgt. Hugh Kees, former KOH chief engineer, is engineer.

Thank You VARIETY for the citation . . .
SHOWMANAGEMENT AWARD
for
OUTSTANDING SPOT NEWS COVERAGE
Hecht and MacArthur's uproarious comedy-drama of news gathering, "The Front Page," was given a real life, 1946 version, in Pittsburgh. Only the principal characters were changed. The scoopsters this time weren't newspapermen but newsminded radio station operators. Instead of covering a murder trial, this Pittsburgh "Front Page" had the current Page One participants, a union and a utility company.
How KQV and its "unholy three," general manager Pete Wasser, assistant Jim Murray, and newshawk Louis Kaufman smoked up the smoky city for 19½ hours will not soon be forgotten by KQV's embarrassed competitors or the town's entire population.
Not only did KQV score its first news beat when Kaufman pleaded with the union head to call off the imminent walkout—an action that would paralyze the city's power supply—but it was the only news outlet functioning when the strike action came. Then the whole dizzy, delirious union-utility fight ended smack into a KQV microphone, when the union head made the exclusive strike-over announcement from the radio station.
How KQV sat on the story of the strike's end, snafuing the mayor's office and the city rooms of three newspapers and the other radio stations has already become radio news history.
The question of panty-waist journalistic ethics is not considered here. KQV, by aggressive, tough action, proved that a radio station can stand up and trade news punches with any other news source. A great city's power supply was cut off. This affected the health and security of its town. KQV's job was to "cover" that story and help settle it. KQV did that—and how! They have become Pittsburgh's newest and boldest Pirates.

Variety's decision serves to confirm what we've been telling advertisers for a long time—

WE'RE PITTSBURGH'S AGGRESSIVE STATION

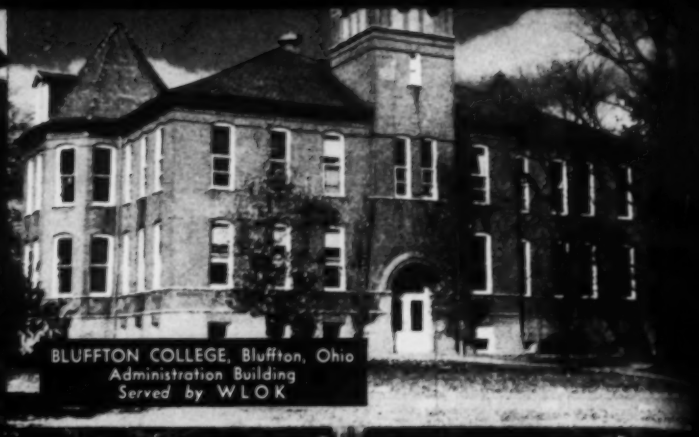
KQV

1410 KC—1000 W
Permit for 5,000 watts granted and transmitter construction under way.

NATIONAL REPRESENTATIVES

WEED & COMPANY · NEW YORK · CHICAGO · SAN FRANCISCO · HOLLYWOOD · DETROIT · BOSTON · ATLANTA

OHIO NORTHERN UNIVERSITY, Ada, Ohio
Dukes Chemistry Building
Served by WLOK



BLUFFTON COLLEGE, Bluffton, Ohio
Administration Building
Served by WLOK

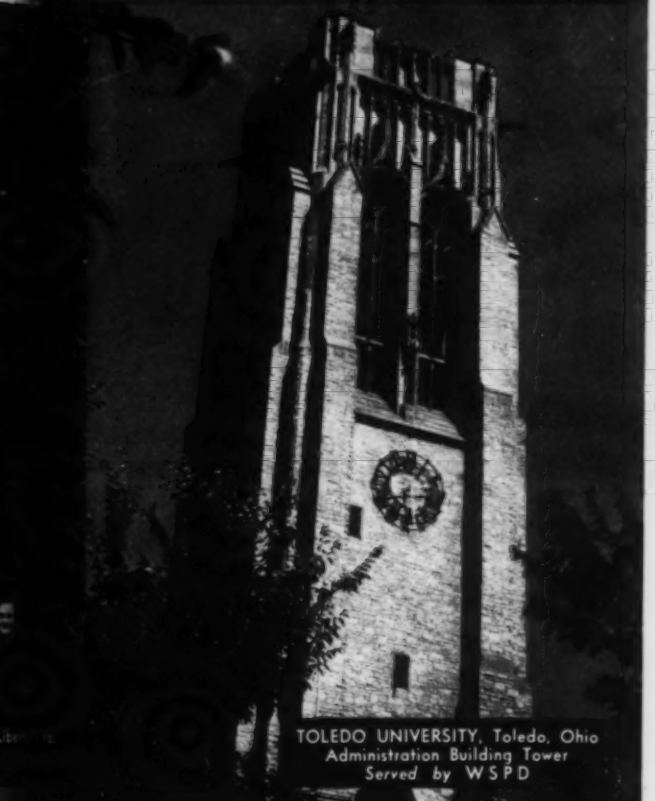
UNIVERSITY OF WEST VIRGINIA, Morgantown
Chemistry Building
Served by WMMN

WEST LIBERTY STATE COLLEGE, West L
McColloch Hall Library
Served by WWVA

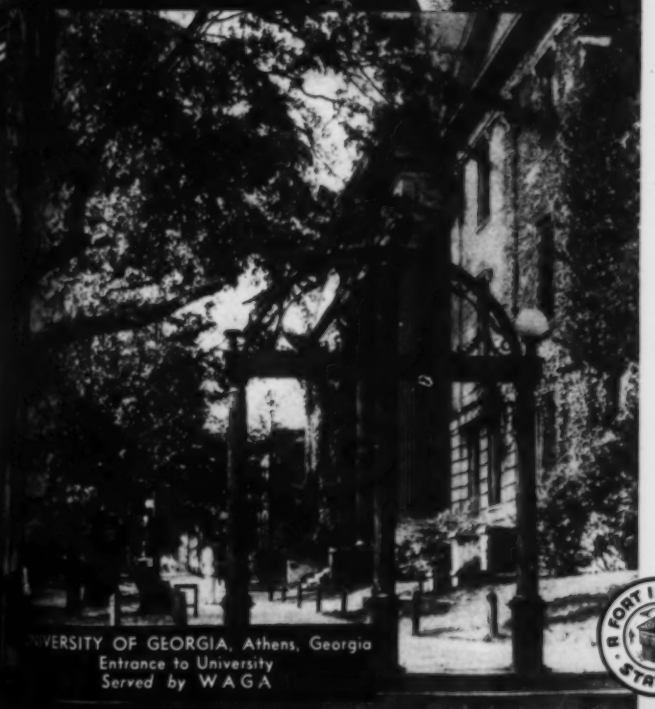
MUSKINGUM COLLEGE, New Concord, Ohio
Johnson Hall Library
Served by WHIZ

FAIRMONT STATE COLLEGE, Fairmont, West Va.
Administration Building
Served by WMMN

NY COLLEGE, Bethany, West Va.
Bethany Campus Tower
Served by WWVA



TOLEDO UNIVERSITY, Toledo, Ohio
Administration Building Tower
Served by WSPD



VERSITY OF GEORGIA, Athens, Georgia
Entrance to University
Served by WAGA

America's Front Line Defense

The security and destiny of Nations chiefly rest in their schoolhouses.

Intelligent liberty, which springs from the development of America's citizenry through front-line fortifications of learning, offers National safety as a rich reward.

It is because we believe wholeheartedly in this doctrine of American education that Fort Industry stations are proud to cooperate with the institutions of learning in the communities we are privileged to serve.

THE FORT INDUSTRY COMPANY

WSPD	WAGA	WGBS	WWVA
5,000 Watts and NBC	5,000 Watts and ABC	10,000 Watts and ABC	50,000 Watts and ABC
TOLEDO, OHIO	ATLANTA, GEORGIA	MIAMI, FLORIDA	WHEELING, WEST VA.

WLOK	WMMN	WHIZ
250 Watts and NBC	5,000 Watts and Columbia	250 Watts and NBC
LIMA, OHIO	FAIRMONT, WEST VA.	ZANESVILLE, OHIO

A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

Editorial

Program Report: VI

FOR FIVE years—during the war and since V-J day—there has been little news about facsimile. FM and television have been in the forefront. Facsimile often has been alluded to as the "sleeper." It didn't slumber during those war years.

The phenomenal strides of this mode of record transmission by radio are just becoming known. A few days ago the FCC witnessed modern "radio newspaper" transmission as developed by two well-known inventors. They have seen the John V. L. Hogan system and that produced by Capt. W. G. H. Finch. Experimentation has gone on separately and quietly. Others, yet to be heard from, are in the field.

What does the future hold? If tabloid size pages can be transmitted by radio facsimile, pictures and all, and laid down in the home at the rate of a page a minute or better, why not the electronic newspaper? Technical feasibility of such transmission has been demonstrated. There appear to be no insurmountable problems as to allocations, for facsimile uses a narrow band. Public need or acceptance hasn't yet been proven. More will be known after the American Newspaper Publishers' Assn. holds its convention in New York this week, where newspaper publishers can appraise the high-speed transmissions at first hand.

But there is more to ponder than this great technological advance, which bids fair to revolutionize newspaper publication. Once news is transmitted by facsimile, the newspaper so produced immediately comes within the purview of governmental regulation—regulation by the FCC, if you please.

Now apply the FCC's *Blue Book* to facsimile. The *Blue Book* relates to program content and balance. It was written presumably for aural transmission—AM and FM. It obviously will apply eventually to television. Can there be any doubt as to its ultimate applicability to facsimile?

The spoken word, we have often contended, is the equivalent of the printed word. We have described radio as "audible journalism." With the advent of television and of facsimile, there will be visual and *printed* mass transmission of intelligence.

The FCC argues it isn't interfering with freedom of speech or of the press in its latest excursion into program content. It abhors mere mention of censorship as even remotely involved. It contends it is not dealing in individual programs but in program *types*.

That argument, however contrived, goes out the window when *news* is transmitted visually or on the printed page. For the newspaper then must be licensed. Would Congress stand for control beyond the mere physical aspects of allocation and technical operation? Where would that vaunted freedom of the press be if the terms of the *Blue Book* were thus made applicable, as they inevitably must if the Commission's power is upheld, or if the procedure becomes effective by default because of failure to contest it in the courts or in Congress?

To date, the nation's publishers have maintained an ominous silence on the FCC's usurpation of censorship powers. The first real sign of recognition of the threat to the press comes this week in *Collier's*. (See editorial and cartoon page 45).

If the power to control radio programs is yielded now, it will expose our democracy to grave dangers. Evidently there's no broadcaster willing to lay his license on the line to test the FCC's power to invoke the terms of the program report. NAB President Justin Miller calls it regulation by "acquiescence."

The nation's editors and publishers, when they contemplate the miracles of facsimile, and of FM and of television this week, would do well to consider also the questions posed here of licensing and regulation. It behooves them to study that *Blue Book*. Then let them determine whether freedom of radio and freedom of the press, in this age of electronics and atoms and, as Bill Paley once put it, "regulation by the lifted eyebrow," are one and the same.

QUICK START FM proponents are finding things increasingly tough. Just when it appeared that allocation obstacles had been surmounted, the CPA construction ban was sprung. Then set manufacturers decided they would hit the ready AM market first, promising only 9% of their 1946 production (1,800,000 receivers) for FM models. Now the FCC erupts with its "one to a customer" thesis, which will do anything but encourage those who pioneered AM to invest heavily in FM until the smoke clears. Everybody seems to be for FM, but too many folks seem to be dragging their feet.

Time Trouble

ALL OVER the nation, station and network programming departments are wrestling with the semi-annual time change. This will be the first onset of the old familiar chaos since the war. During the war, we were on national daylight saving time throughout the year by Act of Congress.

There is a period preceding each of these spring-fall tilts with the clock in which voices loudly clamor for relief: through legislation, through Presidential decree, through any means that will stand up in law. Such was the case this year. (See story, this issue).

This year we undertook a study among advertisers, agencies and broadcasters to determine what, if anything, could be done to alleviate the expensive and agonizing problem. We found a smattering of ignorance on the subject. Many of those with whom we talked did not understand the implications, and consequently could make no intelligent suggestions for improvement.

There is nothing that can be done at this late date—six days before the appointed hour—to establish uniform time during 1946. But efforts should begin now, through the NAB and all other available channels, to bring home to listeners—as well as to those directly concerned in the medium—the gargantuan difficulties which beset radio when the clock changes. Perhaps then, in 1947, there will be sufficient understanding of the problem to impel its solution.

Railroads operate on *uniform* time the year-round. Why can't radio?

Our Respects To —

KENNETH HAMMOND BAKER

AFTER four years in wartime espionage the quiet campus of Ohio State University lacked the old allure last autumn when Prof. Kenneth H. Baker doffed his uniform and resumed his academic career.

By the first of the year he was thoroughly fed up with the detached tempo of a psychology department. Things were happening, and fast. The postwar world was seething with the hangover from wasteful fighting and the pangs of adjustment.

The offer from NAB to become director of its Research Dept., a post he assumed April 1, came at that psychological moment. It offered a chance to apply the training of two decades to the problems of a rapidly moving industry scarcely 2½ decades old.

That in itself offered a compelling allure. But what pulled Prof. Baker off the campus and into electronics was long familiarity with broadcasting and its research problems, a familiarity that began back in the late 20s when he was a college mate of Frank Stanton at Ohio Wesleyan.

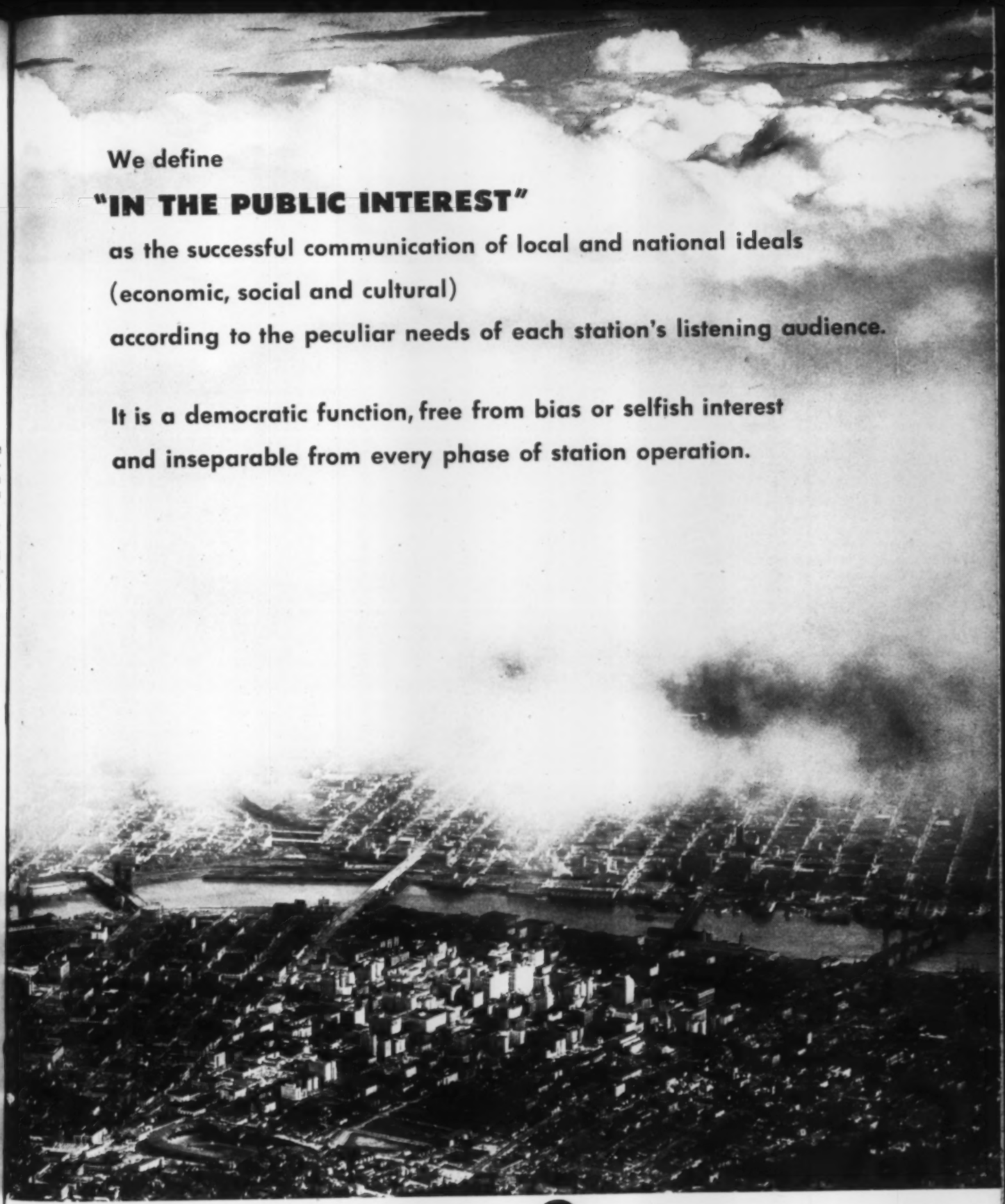
When Kenneth graduated at Wesleyan in 1929 he chose an academic career, having served as laboratory assistant in the psychology department. While taking a post-graduate work at Ohio State U., Columbus, in the early 30s, both worked in the psychology department as laboratory assistants.

Frank got interested in a little gadget that would record automatically the hours a radio receiver was in use. Kenneth was an entranced onlooker as he worked on the device that led to development of the present Nielsen Audimeter, now in general use as in audience measurement.

The young psychologists made their vocational decisions at Ohio State, Kenneth selecting the campus, Frank preferring industry. Meantime Kenneth had married his high school sweetheart, Jane Roudebush of Cleveland. The year 1931 was a bad one for marrying, with wages everywhere going downward. Kenneth participated in the trend, but managed to set up housekeeping on an annual salary that most radio executives would consider par for a luxuryless month.

In 1934 Kenneth got his Ph. D. in psychology and reappointment as a fulltime instructor. The next year he accepted an appointment at

(*Continued on page 56*)



We define

"IN THE PUBLIC INTEREST"

as the successful communication of local and national ideals
(economic, social and cultural)
according to the peculiar needs of each station's listening audience.

It is a democratic function, free from bias or selfish interest
and inseparable from every phase of station operation.

KOIN

CBS

PORTLAND, OREGON

FREE & PETERS, Inc.,
National Representatives

Respects

(*Continued from page 54*)

U. of Minnesota as instructor. In the Twin Cities he got into consulting work with WCCO, at the time managed by Earl Gammons, now CBS Washington manager. Carl Burkland, WTOP Washington manager, was sales manager of WCCO.

By 1937 he had become an assistant professor and was teaching applied psychology, personnel, advertising and similar courses. Ohio State U. persuaded him to return in 1940 as assistant professor in charge of 15 instructors. There he taught a course in advertising and attitude measurement, and maintained his interest in broadcasting research.

The most important call of all came in the summer of 1941—a call from Col. William J. Donovan, then Coordinator of Information and later head of the Office of Strategic Services. Col. Donovan wanted to set up a school to train espionage agents. First he had to train someone to train the instructors who would train the agents.

Kenneth Baker was elected over his protests that he knew absolutely nothing about espionage. After a few weeks at a British espionage school he had absorbed lessons that country had learned in two years of war. Then he started teaching instructors, starting from scratch in many phases of the intricate art of harassing and observing the enemy. Eventually he became OSS planning officer for sabotage. In the spring of '44 he was assigned to Algiers and went into France in August with the 7th Army.

In October he was placed in command of OSS activities, which were based in France and operated into Northern Italy, directing partisan groups who kept five German divisions out of front-line service. The OSS operation drew high praise from Gen. Mark Clark, commanding the 15th Army Group. Later OSS arranged the Northern Italy capitulation.

No wonder the campus atmosphere was out of tune with Kenneth Baker, and vice versa when he returned to Columbus last summer.

Kenneth was born April 5, 1907 in Randolph Center, Vt., the son of a Methodist minister. He saw quite a bit of country in his youth, his father being a specialist in building new congregations and churches. At East High, Cleveland, he won his letter in football as a center.

The Bakers have two children, Frank 4 and David 1. Papa Baker has two hobbies, romping with the kids and photography. He is a member of the American Psychological Assn., American Assn. of University Professors, and Sigma Xi, scientific fraternity.

ONE-HOUR program on behalf of American Cancer Society's fund-rising campaign was broadcast April 19 (11:30 p.m. to 12:30 a.m.) by MBS. Show was to feature Bob Hope and Frank Sinatra as m.c.'s with Ginny Simms, Perry Como, James Cagney and Lew Ayres.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

MANAGEMENT

MAJ. HENRY C. PUTNAM, manager and part owner of the new station to be installed in Honolulu by Island Broadcasting Co., has been placed on inactive duty. He was public relations officer, Middle Pacific Theatre, in charge of radio.

NATHAN W. BRANDON, after more than four years in the armed forces and released as captain, has returned to WSAV Savannah, Ga., as assistant to the general manager, **HARBEN DANIEL**. He formerly had been WSAV advertising manager. In his new post Mr. Brandon will have over-all executive jurisdiction over program and program content as well as advertising policy and public relations. For 2½ years he was staff officer in Priorities and Traffic Division of Air Transport Command and at time of release he was deputy chief of Priorities and Movements Division.

Mr. Brandon

WILLIAM PABST, general manager of KFRC San Francisco, is in New York on business.

WALTER ALBERT RUSH, Canadian controller of radio, Department of Transport, Ottawa, has been awarded a medal by the Professional Institute of the Civil Service of Canada for his work during the war in the development of an airborne radar distance indicator. Device shows pilot of an aircraft his distance from one or more selected points on the ground. Mr. Rush is retiring as controller of radio on April 25.

NED MARR, CBS resident attorney in Hollywood, has assumed his post after four months' consultation with network legal staff in New York.

BRIG. GEN. DAVID SARNOFF, president of RCA and chairman of NBC, April 18 was presented with the annual award of the Metropolitan Conference of Temple Brotherhoods for outstanding public service on behalf of liberty and unity among all peoples and creeds. Award was presented to General Sarnoff by Emanuel Harris, president of the Temple Brotherhoods, at the "GI Welcome Home" Passover Rally at the Temple Emanu-El, New York.

JACK KELLY, manager of WCOL Columbus, Ohio, is the father of a boy born April 15.

REX HOWELL, owner of KFXJ Grand Junction, Col., is awaiting delivery this month of new Ercoupe plane which will be used in connection with station's special events coverage. Mr. Howell was active in CAP during the war.

JOHN ALEXANDER, manager of KODY North Platte, Neb., has been elected president of the North Platte Rotary Club for 1946-47.

MARK ETHRIDGE, vice president and publisher of the Courier Journal and Louisville Times, operator of WHAS Louisville, June 5 is to be principal speaker at a luncheon meeting of the traffic group of the National Retail Dry Goods Assn. at Brown Hotel, Louisville.

PAT STANTON, general manager of WDAS Philadelphia, is to leave for Ireland April 26 for a vacation and business trip.

WILLIAM BANKS, president of WHAT Philadelphia, is in Jefferson Hospital for a physical checkup and a rest.

BEN LARSON, general manager of WPEN Philadelphia, is enroute to the West Coast to visit his wife who is ill.

JAMES M. LeGATE, general manager of WIOD Miami, Fla., has been elected president of the Miami Rotary Club. He previously had served on the organization's board of directors and several times as monthly program chairman.

EMILIO AZCARRAGA, owner of XEW Mexico City, an ABC Pan-American affiliate, is in Hollywood for a series of conferences with network as well as film studio executives.

Sinatra Hotel

A MILLION DOLLAR resort hotel with broadcasting studios and facilities, is being built at Las Vegas, Nev., by Frank Sinatra and associates. Resort is already under construction and is expected to be completed within nine months, according to Albert Pearlson, attorney for Mr. Sinatra, who also is associated with project. Stanley Burke is president of operating company. Hotel will be located two miles outside of Las Vegas on Los Angeles highway. Leased wires will be maintained by major networks for the broadcasts, Mr. Pearlson said.

STUARTS PROMOTE GRAY, DRAKE, PECK

Mr. Gray

Mr. Drake

WITH the acquisition of WDGY Minneapolis by the Stuart brothers for $301,000 [BROADCASTING, April 15], announcement was made last week of the appointment of Gordon Gray, vice president and general manager of the Stuart station in Nebraska, to the executive direction also of WDGY.

Mel Drake, station manager of KFOR Lincoln, has been transferred to Minneapolis as station manager. Harry Peck, for the past four years with the Stuart stations, who has been in charge of special events at KOIL Omaha, has been transferred to Lincoln as station manager of KFOR, succeeding Mr. Drake.

Mr. Gray will divide his time between the Nebraska and Minneapolis operations. WDGY was purchased from the estate of Dr. George W. Young by the Twin Cities Broadcasting Corp., principally owned by Charles T. and James Stuart, brothers who own KFOR and KOIL.

Lee L. Whiting, former sales executive of WDGY who had served as interim manager, has left the station. He has not announced future plans.

Appears in Charity Aid

DON McNEILL and ABC "Breakfast Club" April 25 are to appear in Philadelphia for two performances in behalf of Inquirer Charities Inc., welfare fund created by the Philadelphia Inquirer. WFIL Philadelphia Orchestra will furnish music.

$82.37 unclaimed for 16 hrs.

WGAN solves the mystery in 11 minutes!

Late in the afternoon of March 7th, while crossing Federal Street in Portland, Maine, Police Inspector Flaherty found a key case containing $82.37. No identification was found in the case and no one reported the loss. Next morning it was still unclaimed! Then Inspector Flaherty turned to WGAN for help in locating the owner. At 9:45 a. m. the first flash went out over WGAN. At 9:57, just 11 minutes later, Mrs. E. Kenneth Fields arrived at Police Headquarters to identify her key case and money!

Whether it's finding the owner of a sum of money or locating a stolen truck, WGAN renders an effective community service to its many listeners in the State of Maine.

was about $81."
Inspector Flaherty brought out the case. There was exactly $82.37. Tears of relief flooded the worry from Mrs. Field's eyes. With a quiet "Thank God" she tried to convey her thanks to the Inspector, explaining:
"I had just cashed my husband's allotment check and was on my way home. It was all the money we had in the world. My father is ill and can't work now. Ken, my husband, is at Long Beach, Calif., on the cruiser Wilkes Barre. I think he'll be home Friday—discharged."
As the words came excitedly, the Inspector grinned. Later he was to say that this was the greatest thing that ever happened to him.
Night Of Prayer And Crying
"I prayed all night—prayed and cried. I thought of coming to Police Headquarters but I didn't think anyone would be honest enough to turn in the money what with no identification in the key case or anything. I am so glad it was you that found it. I'll never forget you. What can I do to thank you?"
The inspector, a little embarrassed, replied with the moral for the story.
"Nothing could ever bring me greater pleasure or a bigger thrill than what I have just seen. But if you want to do anything for me, make it this. Impress upon your children the importance of honesty. If it is ever their good fortune to see such a reward for honesty as I have just seen, they will be rich."
It was a repeat performance

5000 Watts

560 Kilocycles

WGAN
PORTLAND, MAINE

CBS

Hon. Lyman Bryson
Director of Education
Columbia Broadcasting System
New York City

Dear Lyman:

I only have a minute, cause I have to hurry down to the depot and greet Melva Graham and the three winners of our "School of the Air" contest. I'll bet they had a good time in New York, visiting the CBS studios and seeing of the 'big of the 'big city'. These school kids were pretty lucky being chosen winners of an essay contest in which thousands of entries were received on the subject of "My Favorite School of the Air Program". I suppose you know WCHS paid for the whole trip, but we think it was money well spent, arousing so much interest in a series of such fine programs as the "American School of the Air". . . . 'Course this was just part of the promotion, tell you about the other half in another letter.

Yrs.
Algy

WCHS
Charleston, W. Va.

KFMB
Sells
SAN DIEGO

The roster of KFMB's local advertisers represents the "Who's Who" of San Diego's leading businesses. KFMB inexpensively reaches their "buyers". It can do the same SELLING job for you.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Advertising Heads Form N. Y. Agency

Ridgway, Ferry & Yocum Inc. Plans Are Announced

FORMATION of a new advertising agency, Ridgway, Ferry & Yocum Inc., with offices located at 595 Madison Avenue, New York, was announced last week. Officers of the new firm are: Trell Yocum, formerly executive vice president and director, Compton Advertising, New York, chairman of the board; Thayer Ridgway, formerly vice president, Lennen & Mitchell, New York, president; Robert R. Ferry, formerly assistant director, OWI, executive vice president.

Company is organized on a five-point platform:

1. Agency proposes to cost account its services. There will be a minimum fee and a maximum profit level. Net profit on all billing in excess of $500,000 will be divided on a 50-50 basis with the client, whose share of money will be retained by the agency as a reserve pool for extra services, such as merchandising, research, promotion, etc., to be applied to the account in question. "No part of this credit may be used for commissionable space, talent, etc., nor revert to the client," agency states.

Profits Divided

2. After a 6% annual payment on the capital investment made by the three principals, all agency net profits are to be divided among all employes in proportion to the percentage of the payroll each employe's salary represents.

3. Agency staff, to be kept to a minimum of highly skilled people, will have freedom to purchase outside talent in all fields, and will be selected for their editorial judgment and knowledge of talent markets as well as for their proven records as craftsmen in creative advertising.

4. Arrangements with outside specialists for work on accounts in merchandising, sales promotion, market, product and consumer research have been made by the agency which will act as the coordinator of these specialized services, bringing them into their proper place in the overall distribution and public relations program.

5. Company will limit number of accounts to those which can be serviced by its principals.

Plans for spot radio are being considered for Riggio Tobacco (Regent cigarettes), one of the accounts which the agency now services. Other accounts handled by the firm include Bacardi Imports, New York, and Fuller Houses, Wichita.

With Radio Branch

CAPT. LEONARD SCHMIDT, who has been in radio public relations in Manila and Tokyo with the Army, is now in the Radio Branch, Bureau of Public Relations, War Dept.

COMMERCIAL

WILLIAM F. FAIRBANKS, for two years an account executive with Compton Adv., New York, has joined the New York sales staff of Mutual. He previously was assistant to the promotion manager of NBC, spending nine years with that network. From 1942 to 1944 he directed the radio allocation plan of OWI.

EUGENE YERGENS, former Fort Wayne (Ind.) News-Sentinel advertising salesman, and **JOE FAULKNER**, formerly with Cool Ray Corp. and the American Advertiser and Distributor, have been added to the sales staff of WGL Fort Wayne.

BOB HARE returns to his post in the sales department of KYW Philadelphia after Army service.

VICTORIA SOSNOWSKI is new addition to the traffic department of WFEA Manchester, N. H.

HENRY FLYNN, recently released from the Navy as lieutenant-commander and member of CBS national sales staff in Hollywood since February, has been elevated to post of network national sales representative in that city. In addition he will be in charge of national sales service, formerly handled by **ERNEST H. MARTIN**, now network West Coast programs director. An account executive of CBS prior to World War II, Mr. Flynn was called to active Navy duty on Dec. 7, 1941, following the Pearl Harbor bombing. He has been associated with CBS Hollywood in various capacities since 1935.

Mr. Flynn

JOHN CONDON, former advertising executive and Coast Guard veteran, now is member of the sales department of KTBI Tacoma, Wash. He also assists on remote sportscasts. **ALEC DALY**, KTBI salesman, has resigned to move to Southern California.

PHILIPPINE BROADCASTING Co., Manila, has appointed John Blair & Co. as U. S. representative. **NORMAN PAIGE** is general manager of the new network.

FRANK WELLMAN, sales manager of WTTM Trenton, N. J., is recovering from a serious back injury suffered in a fall.

N. FLETCHER TURNER Jr., WABC New York account executive, is the father of a boy born April 12.

SHERRILL (Tex) EDWARDS, former special serviceman for NBC Chicago, has joined Howard Wilson Co., Chicago, as salesman.

GEORGE L. MOSKOVICS, CBS television commercial manager, today (April 22) is to address the luncheon meeting of the Advertising Men's Post of the American Legion, at Hotel Lexington, New York, on "Developments in Television."

MARTIN J. McGEEHAN, head of the Chicago office of Radio Advertising Co., station representative, has resigned to join The Walker Co., Chicago, as assistant to **HAL HOLMAN**.

Annual Meeting of CBS Is Given Income Report

NET INCOME after taxes of $1,462,229 for the three-month period ending last March was reported last week by CBS. In an equivalent period previous year the network and its subsidiaries earned $1,126,545.

Gross income less time discount, agency commissions, record returns, allowances and discounts was $16,347,570 as compared with $14,791,784 for the same period previous year.

The network reported its income was equal to earnings of 85 cents per share of 1,717,352 shares of $2.50 par value stock outstanding as of March 30. Report was issued simultaneously at an annual meeting of CBS stockholders.

Rexall Replacement

WAYNE KING, summer replacement for Durante-Moore Show (Rexall Drugs), will originate from WBBM Chicago effective June 14, N. W. Ayer & Son, Chicago has announced. Orchestra leader will not feature waltz music which identified him for many years with Lady Esther Cosmetics. Franklyn MacCormack, Chicago actor, is to be heard in poetic readings.

Letter to Editor:

What Is Public Service?

EDITOR, BROADCASTING:

Have recently read March 25 copy of BROADCASTING, page 46, article re "What Is Public Service?", with picture showing Ralph Edwards pouring out dimes and dimes in the interest of the National Foundation for Infantile Paralysis.

You said it, Howard London. . . this IS public service.

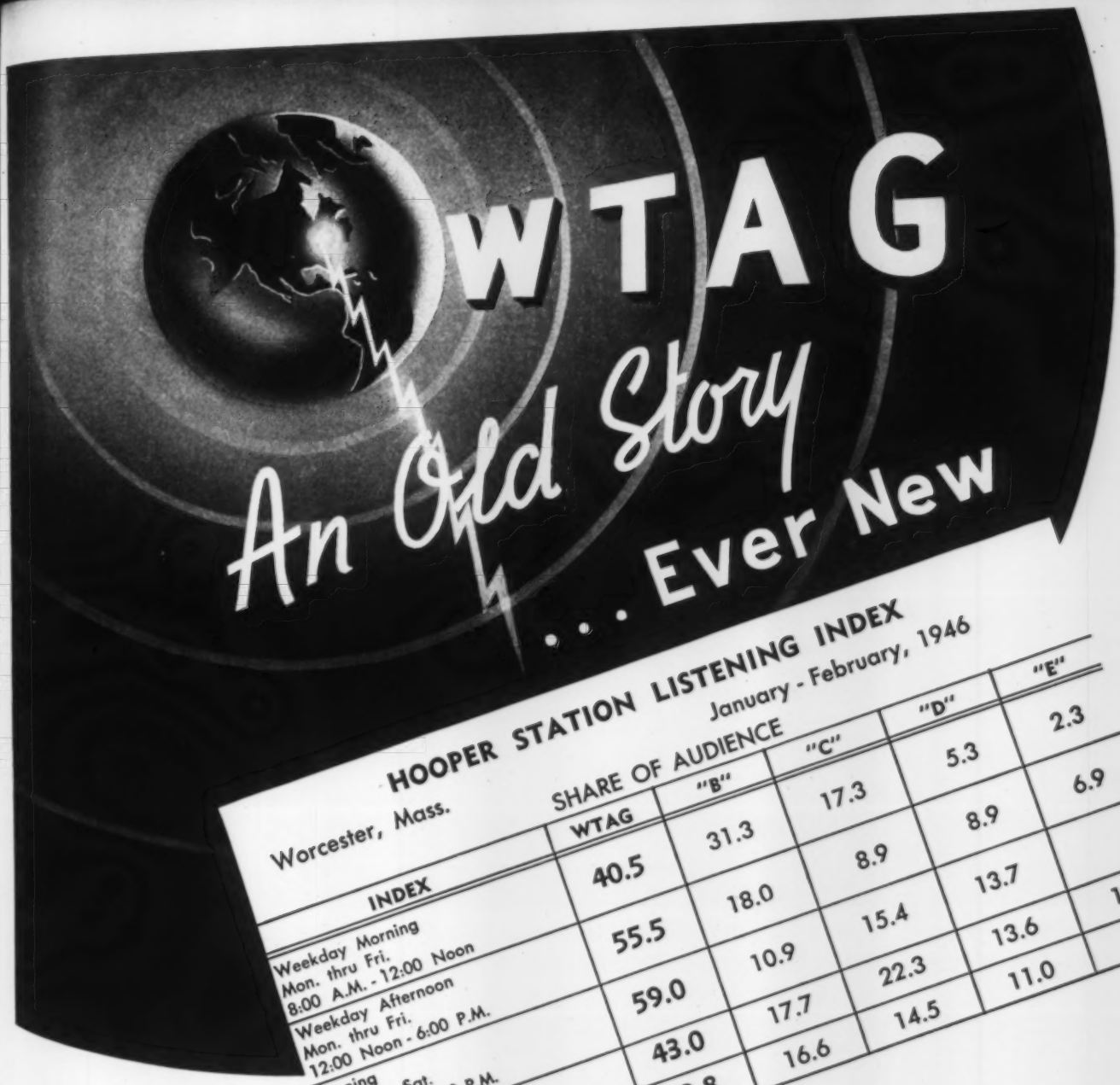
The Commission [FCC] stresses the importance of licensees fulfilling their obligation in the *interest*, convenience and necessity, but in its latest tirade against the broadcasters (139-page report and request) does it give the licensees any opportunity to mark down their virtues in the interest, convenience and necessity? You know darn well the Commission doesn't give you a leg to stand on—they're very lenient in *allowing* you to report the public service announcements which amount to a hill of beans against the excellent *programs* that are aired every day of the week in the interest, convenience and necessity.

Public interest programs may be network orginated or even syndicated; they may be used with transcriptions or recorded music; but how do you have to report them? Are not programs of this type in the public interest or do only announcements count?

Another thing . . . we *do* operate in the public interest and anything that is in the *interest* of the public is also a *service* to the public; however, radio not being a common carrier, we do not perform public service in the true sense of the word, but we do perform in the *interest* of the public as a service.

I do not know—your guess is as good as mine.

Yours truly,
JOE SPRING, Manager
WASK Lafayette, Ind.



HOOPER STATION LISTENING INDEX

Worcester, Mass. — January - February, 1946

INDEX	SHARE OF AUDIENCE				
	WTAG	"B"	"C"	"D"	"E"
Weekday Morning Mon. thru Fri. 8:00 A.M. - 12:00 Noon	40.5	31.3	17.3	5.3	2.3
Weekday Afternoon Mon. thru Fri. 12:00 Noon - 6:00 P.M.	55.5	18.0	8.9	8.9	6.9
Evening Sun. thru Sat. 6:00 P.M. - 10:00 P.M.	59.0	10.9	15.4	13.7	
Sunday Afternoon 12:00 Noon - 6:00 P.M.	43.0	17.7	22.3	13.6	1.3
Total Rated Time Periods	53.8	16.6	14.5	11.0	4.4

Month after month and year after year, Hooper ratings have stamped WTAG as the unquestioned leader among radio stations in Central New England. The Index for January - February, 1946, proves the point as forcefully as ever. Total rated time periods give WTAG a rating higher than that for all other stations heard in the area combined.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.,
350 Madison Ave., New York.

They also know about our new 5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

BEST 50,000 WATT BUY OF THE WEEK

GLOOM DODGERS
9 am-1 pm weekdays

Musical Variety program featuring Don Bestors Orchestra and cast of 35 top entertainers. Available on Participation Basis.

WHN
NEW YORK
Rep. by RAMBEAU

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT

175 miles from Chicago . . . 260 miles from St. Louis. FOR THAT VALUABLE "COVERAGE WITHIN", count on WHBF!

WHBF
BASIC MUTUAL 5KW 1270KC

PRODUCTION

FRED REINHARDT, former WJPF Herrin, Ill., program director, has been named station public relations director in charge of public interest programming. In addition he will air majority of local newscasts. **DOUGLASS HADLEY**, sportscaster, succeeds him as program director.

DAVID KENT HARRIS, former announcer and newscaster at WNHC New Haven, Conn., has been appointed program director of the station. **WILLIAM H. HANRAHAN** has joined announcing staff.

JIM FOSTER, former chief announcer of KTBI Tacoma, is now program director of KPQ Wenatchee, Wash.

MILLIE PRICE, formerly with KWSC Pullman and KIRO Seattle, has been added to continuity and program staff of KTBI Tacoma, Wash. She will conduct new "Lazy Housewife's Program."

CLARKE THORNTON has been added to the announcing staff of KOIL Omaha. He transfers from WFTC Kinston, N. C., where he was announcer after five years' service in Army Signal Corps.

J. PAUL REED, released from the Army Signal Corps, has been added to staff of KFXJ Grand Junction, Neb., as writer, announcer and organist.

DEAN ANDREWS, program director of WTTM Trenton, N. J., has started a weekly class in script writing and radio production for Trenton school teachers.

RICHARD COUGHLAN, formerly with WMEX and WCOP Boston and Army veteran, is new addition to the announcing staff of WIS Columbia, S. C. **JEAN BRABHAM** and **LOUIS LAND** of the WIS program department, are studying retail promotion and advertising at University of South Carolina. **RAY A. FURR**, WIS program director, is conducting a weekly series of radio classes in station studios for university students.

CAROL PAUKER has joined KQW San Francisco as producer.

BETTY MEARS, KOMO Seattle script writer, May 1 joins NBC Hollywood as writer.

KEN WOODS, formerly with KFJI Klamath Falls, Ore., has been added to announcing staff of WMRN Marion, Ohio.

ALEX ROBB, NBC Hollywood assistant program director and package sales manager, has returned to his duties following an illness that kept him at home for eight weeks.

HARRY KRONMAN has been assigned producer of CBS "Forever Ernest," replacement for "Vox Pop," starting April 29. Emerson Drug Co. (Bromo-Seltzer), is sponsor. **JACKIE COOGAN** will be starred, supported by **ARTHUR Q. BRYAN** and **LURENE TUTTLE**. **RUPERT (Poot) PRAY** is chief writer with **LEONARD SOLL** and **DAVE DeKOVEN** teamed as writing aides. **DICK JOY** will announce. Show is packaged by John Guedel Productions, Hollywood. BBDO New York services drug company account.

BOB GREENE, CBS Hollywood announcer now in armed service and who has been doing a schedule of newscasts on AFRS station in New Delhi, India, is enroute to the U. S. Upon discharge he returns to CBS.

J. DONALD WILSON, ABC Western Division supervisor of programs and production, has returned to his network duties after a nervous breakdown which confined him to his home for more than a week.

BERT WINN, for more than four years with OWI and prior to that program director of KROW Oakland, is production manager of Hawaiian Broadcasting System (KGMB KTOH KHBC), and headquartered in Honolulu. In addition he conducts daily quarter hour man-on-the-street interview program, "Main Street, T. H." on that regional network.

LARRY BERNS, producer of CBS "Jack Carson Show," is recovering from a heart attack which occurred just prior to broadcast time on April 5.

ROUEN JAMES WESTCOTT, released from AAF as captain, has been appointed commercial editor of NBC Hollywood continuity department. He succeeds **HARMON HYDE**, resigned. Prior to service Mr. Westcott was on CBS Hollywood editing staff.

KEN HIGGINS, released from the Navy as lieutenant, returns to KFI Los Angeles as writer-producer.

EDGAR (Cookie) FAIRCHILD, radio and film musical director, is recovering from a heart attack which occurred Feb. 4.

HENRY GLADSTONE, WOR New York announcer, has been commended by Clinton Anderson, Secretary of Agriculture, for sponsoring a prize competition for the best food-saving menu submitted by students in the New York public schools.

DONALD CHARTIER, formerly with WFNC Fayetteville, N. C., announcing staff, has been released from the armed forces. While overseas he served with the American Forces Network in Berlin.

WARD FENTON, released from the Army after four years of service, has resumed duties as announcer at WBEN Buffalo.

GENE HAMILTON, announcer of "Professor Quiz" and other ABC productions, has been called by the Army to re-cut sound tracks of training films he originally narrated three years ago when with the Army Signal Corps.

IVY PETERSON and **JOE CARRIER** have returned to the WSB Atlanta entertainer staff after service with the Marine Corps and Army, respectively. Recent additions to the entertainer staff include **JOYCE** and **JUANITA OXNER** and **MAC ATCHESON**.

FRANCES LANGFORD, vocalist, withdraws from NBC "Bob Hope Show" at end of current contract to head her own program in the fall.

ELON PACKARD and **STAN DAVIS** have been added to the writing staff of NBC "Duffy's Tavern."

LARRY CLARK, WIBA Madison, Wis., announcer and m.c. for "Farm Round-up" show, is first veteran student at University of Wisconsin to take advantage of Public Law 16, giving veterans on-the-job training. At WIBA he is assisting with production of "East by East," local variety show.

MURRY WAGNER, CBS Hollywood announcer, is the father of a boy.

MARGARET ARLEN, WABC New York women's commentator, has been cited for "outstanding public service" by New York's Barbizon School of Fashion Modeling.

GENE AUTRY and his "World Championship Rodeo" on April 14 started a seven-week rodeo tour during which time his CBS program, "The Gene Autry Show," sponsored by William Wrigley Jr. Co., Chicago, Sun. 5:30-5:45 p.m., will originate from Phoenix, Chicago, Washington and Cleveland.

TOM HUDSON, released from the Army, currently is announcing NBC's "The Teentimers Club" and the ABC "Lanny and Ginger" series.

JOHN CONTE, vocalist, May 18 replaces **JOHNNY DESMOND** on the NBC "The Teentimers Club" program sponsored by Teentimers Inc., New York, Sat. 11-11:30 a.m. Mr. Desmond is terminating his activities on the NBC show because of exclusive commitments with The Blow Co., New York, for Tuesday night "Philip Morris Show" on NBC.

FRED WIETING, WIBG Philadelphia announcer, is the father of a boy.

NANCY GRAIG and **BERT BACHARACH**, WJZ New York fashion commentators, were chosen by city officials of Atlantic City as judges at the annual Easter Fashion Parade on the boardwalk, April 21.

EDWARD A. BYRON and **JAY JOSTYN**, producer-author and star, respectively, of "Mr. District Attorney," heard on NBC Wed. 9:30-10 p.m., were presented last week with awards for meritorius achievement in behalf of the fight against cancer by Eric A. Johnston, president of the U. S. Chamber of Commerce and national campaign chairman of the American Cancer Society, and Dr. Frank E. Adair, president of the society.

DX Pals

DISTANCE means nothing to Rupe Werling, WIBG Philadelphia production manager, and Roy Neal, WIBG chief announcer who now operates Radio Frankfort in Germany for the Army. They hold regular conversations via shortwave radio.

ROGER CHASE, formerly on the MBS announcing staff in New York, is now m.c. of "Shoot the Works" program on WMCA New York, Mon. 8:30-9 p.m.

BOB WARREN has returned to the KYW Philadelphia announcing staff after Army release.

WILLIAM ELLIS, who recently returned to the WFIL Philadelphia production department after four years in the Navy, collapsed in the studios. He is seriously ill in Naval Hospital with stomach ulcers.

FRITZ BLOCKI, having sold Columbia Pictures Corp. a series of comedies based on his radio program, has switched his permanent residence from New York to Hollywood.

LOU HOUSTON, released from AAF, has returned to KMPC Hollywood production and continuity staff. Prior to service he was station production manager.

TOMMY COOK has replaced **DIX DAVIS** as male lead in NBC "Date with Judy." Mr. Davis portrayed role of Randolph for five years before his induction into the Army in early April.

JOHN P. MEDBURY has been added to writing staff of weekly NBC "Amos 'n' Andy Show."

ROBERT HALL, former associate editor of KNX Hollywood editing department, has been appointed to the KNX writing staff. **HAL WOLFF** of editing department takes over Mr. Hall's former post.

ED NATHAN, Army veteran and prior to service on production staff of "Dr. I.Q." program, has joined CBS Hollywood script editing department.

JANE READ, conductor of the WCAU Philadelphia "Teen Age Party" and "Movie-Go-Round" programs, has announced her engagement to William Batt Jr., son of the president of SKF Industries. He is a candidate for Congress from Montgomery County, adjoining Philadelphia.

JESSIE STEARNS, formerly in the program department of WLS Chicago and for three years in the WAC, has relinquished her T/Sgt. stripes for a civil service rating at Shanghai, where she is publicity director of the Army AFRS station XMHA. She expects to return to the U. S. in July.

BERNARD STAPLETON, who raised first American flag over Tokyo after the Japanese surrender [BROADCASTING, Sept. 17, 1945], has been discharged from the Army as lieutenant and returned to the WSYR Syracuse announcing staff.

BILL HAYES, former chief announcer at WMUR Manchester, N. H., has joined WFEA Manchester. He has been released from the Army as captain. **CHARLES O'NEIL**, announcer, rejoins WFEA following release from military service. **NICKY PINAS** is new addition to the continuity staff of WFEA.

JACK L. SELLERS, released from the Army, has been added to the announcing staff of WNOX Knoxville, Tenn. He was AAF instrument instructor while in service.

WARREN ROBINSON, new to radio, joins CBC Montreal as announcer.

BILL HOWARD, out of Royal Canadian Navy, and **JACK THORNE**, discharged from RCAF, have joined the production staff of CBR Vancouver.

GORDON LEE, announcer of CJOB Winnipeg, and **FRAN TWELTRIDGE** of CBC studios at Winnipeg, are to be married in June.

PAUL MALLES, former European correspondent of Austrian newspapers, has been appointed to the Central European section of the CBC International Shortwave Service, as special programs editor.

ANDREW G. COWAN, CBC International Service representative in London, and **HELEN MAGILL**, assistant talks producer of CBC Winnipeg, have announced their engagement.

GEORGE BROWN, released from the Royal Canadian Corps of Signals, has rejoined CJOC Lethbridge, Alta., as production manager.

BUSTIN' OUT ALL OVER!

· · · ALL OVER NORTH FLORIDA AND SOUTH GEORGIA · · · FULL OF GOOD NEWS, STUPENDOUS PLANS, PLUS GIGANTIC INVESTMENTS AND MILES OF EXTRA COVERAGE, WHEN · · · · · ·

WJHP GOES 5000 WATTS

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr. John H. Perry, Jr., Vice Pres.

WJHP ★ WCOA ★ WDLP ★ WTMC

The Federal Communications Commission has granted WJHP an increase in power to 5,000 watts! This John H. Perry station in Jacksonville, Florida, will soon present the biggest, best network and local shows in production!...WJHP is Mutual—the world's largest network!

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
CBS
STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME

Yes Sir!
They're all talking about the increasing popularity of
UBC-KSFO-UBC
San Francisco
Universal Network's Key Stations for Northern California

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

THE *Only* REGIONAL BETWEEN
DALLAS, SHREVEPORT and HOUSTON!
KFRO
TEXAS
LONGVIEW
• AMERICAN
• MUTUAL
KFRO, Longview, Tex.
James R. Curtis, Pres.
1000 WATTS day and night!

ARTHUR J. DALY, former Argentine director of radio for CIAA and before that producer, writer and director at NBC, working on such shows as "The Telephone Hour," "Rudy Vallee Show" and the "Cresta Blanca Carnival," has been appointed manager of the Hollywood office of Peck Adv. Previous to his affiliation at NBC, Mr. Daly was with N. W. Ayer & Son and H. W. Kastor & Sons.

CHARLES A. BOWES, released from Marine Corps with rank of lieutenant, has returned to Ruthrauff & Ryan, Hollywood, as account executive. Besides handling Adel Precision Products Corp., Burbank, Calif. (household appliances, house ware, photographic equipment), he is agency regional contact on Dodge Division of Chrysler Corp. account.

HUNTER SCOTT, former advertising and sales promotion manager of KPO San Francisco, has established his own advertising agency at 732 Fulton St., Fresno, Calif. Prior to joining KPO he was advertising manager of Sun Maid Raisin Growers, Fresno (cooperative).

WAYNE D. HADLEY, formerly of Botsford, Constantine & Gardner, Seattle, has joined Ruthrauff & Ryan, that city, as production manager.

MARY HANRAHAN has been shifted from New York to Hollywood office of Young & Rubicam as assistant to **BOB HUSSEY**, West Coast talent buyer.

ROGERS & SMITH Adv., Chicago and Dallas, has opened a New York office at 41 E. 42d St. **FRANCIS C. KERR** is eastern manager and **ROBERT L. HEADEN**, copy and production chief of New York office.

JOHN A. FINNERAN Inc., New York, with expansion of its radio and research departments has taken an additional floor in the Times Bldg., where offices are located.

JARVIS WOOLVERTON MASON, vice president of Wilson, Haight & Welch, Hartford, Conn., April 17 addressed the Advertising Club of Hartford on "How an Advertising Agency Serves a Client."

ALBERTO PILLADO, former manager of Radio Central, Lima, Peru, has joined the foreign department of McCann-Erickson, New York, as a specialist in Latin American radio.

JAMES T. KELLY, returned from the South Pacific where he was Navy lieutenant commander in gunnery and ordnance, has been appointed account executive of Earle Ludgin & Co., Chicago. Before the war he was general manager of Radio Advertising Corp. and for seven years account executive with Knox Reeves Adv., Minneapolis. **B. D. FISHER**, formerly with Young & Rubicam and Aubrey, Moore & Wallace, joins Ludgin as copywriter. During the war he was Navy lieutenant and project officer in Office of Research and Inventions. For 3½ years he was foreign liaison with Bureau of Aeronautics. **KENNETH MASON**, released from the Army, joins agency market research staff.

OREGON CHAPTER of American Association of Advertising Agencies has elected following officers and governors: **ARLYN COLE**, president, MacWilkins, Cole & Weber, Portland, chairman of chapter and council governor; **RICHARD G. MONTGOMERY**, Richard G. Montgomery & Assoc., Portland, vice chairman and council governor; **ADOLPH L. BLOCH**, Portland, secretary-treasurer and council governor; **RALPH B. CALKINS**, McCann-Erickson, Portland, council governor; **CHARLES H. DEVLIN**, Joseph R. Gerber Co., Portland, council governor.

DONALD W. JACKSON, a former captain in the Army, has returned to Doyle, Kitchen & McCormick, New York, as account representative and copywriter.

ADRIAN SICKEL BRYAN, former account executive and copywriter, Norman D. Waters & Assoc., New York, has joined Lester Harrison Assoc., New York, in same capacity.

BREVOORT WALDEN after service with the armed forces has returned to Platt-Forbes, New York, as account executive. **GEORGE KRAUS** and **JAMES BROWN**, formerly in the Army, have returned to that agency as assistant account executives.

A. FRANK BACKINGER, Pacific veteran of the Army and in service 4½ years, has been added to the creative staff of Fuller & Smith & Ross, New York. He formerly had been newspaper feature writer.

LEONARD FREEDMAN, formerly production manager of Morton Freund & Co., is now production and traffic manager of Julius J. Rowen Co., New York.

ROBERT J. WALSH, before the war program director at Wm. N. Scheer Adv., Newark, N. J., has returned to the agency as director of radio. While in service he was with Army Signal Corps and overseas assigned to Psychological Warfare Bureau and AFRS in North Africa, Italy and France.

AGENCIES

CARL POST, who formerly supervised Hollywood publicity campaigns for Phillips H. Lord Productions, "Superman," the "Lucky Strike Hit Parade," Container Corp. of America and others, has been named head of new radio department, specializing in all phases of radio publicity, exploitation and public relations for B. P. Schilberg-Irving Rubine, Hollywood.

JOSEPH D. BATES Jr., released from the Army as a lieutenant colonel and prior to that executive vice president of Snow, Bates & Orme, has joined Wilson, Haight & Welch, Hartford and New York, as account executive.

Mr. Bates

EDWARD R. BEACH and **A. M. GILBERT** have been elected members of the board of directors of Benton & Bowles, New York. Mr. Beach joined agency in February 1943 as assistant to **CLARENCE B. GOSHORN**, president of Benton & Bowles, and was elected secretary-treasurer in September of that year. Mr. Gilbert is a partner in New York law firm of Davis & Gilbert and has been closely associated with the agency.

LYLE BURT, announcer at KOMO Seattle, has joined Strang & Prosser, Seattle, as radio director, effective April 22.

HARRY R. BURTON and **KENNETH JONES** following military service have returned to McCann-Erickson, Portland, Ore., as account executives. **KENNETH L. STRIKER**, former account executive in that office, has been shifted to San Francisco creative staff. **PHIL DOSTAL**, research assistant, and **WILLIAM T. MUSCHEID** have returned to agency's San Francisco production staff.

JOSEPH W. LLEWELLEN, released from AAF with rank of captain, after three years, has returned to West-Marquis, Los Angeles, as account executive.

BACON & LAWRENCE Adv., new San Francisco agency, has established offices at 90 Second St. Heading firm are **WILLIAM BACON**, formerly head of his own art firm, and **WALTER LAWRENCE**, recently released from Navy. Prior to war service Mr. Lawrence was on advertising staff of General Electric Co.

FRED M. JORDAN, executive vice president and Pacific Coast general manager of Buchanan & Co., Los Angeles, has been elected to the board of directors of Rainier Brewing Co., San Francisco. Agency handles Rainier account with Mr. Jordon assigned executive. Brewing firm recently acquired additional plant facilities in Los Angeles.

NORMAN NASH, released from the Navy as lieutenant commander, has returned to his civilian post in the copy department of Kudner Agency, New York.

RITA BRONFMAN, formerly with The New York Times, has joined the New York office of Broadcast Sales Co. as sales assistant to **PEGGY STONE**, New York manager.

EDDIE FELBIN, out of the Army and a former member of WPEN Philadelphia, has joined Philip Klein Adv., Philadelphia, as an account executive.

AL PAUL LEFTON Co., Philadelphia, has added following new staff members: **WILLIAM BARTLETT**, copy, returned from 29 months as Coast Guard lieutenant and previously with BBDO New York; **BARNETT B. LESTER**, publicity, former assistant director of OIAA Feature Division, information officer for Office of the Attorney General and later the Department of Justice; **E. E. McCLEISH**, publicity, former executive secretary of the President's Committee of War Agencies; **GEORGE MITCHELL**, copy research, previously director of service and head of plans for Geare-Marston, Philadelphia and New York; **ADELINE E. PEPPER**, publicity, former radio writer for Knox-Reeves Adv. on General Mills network programs; **THOMAS D. RICHTER Jr.**, publicity, Army major for five years in public relations, and **W. CARROL STEPHENSON**, copy, who was with N. W. Ayer & Son and The Caples Co. before four years in AAF. Chicago office has added **EDWARD H. BOWERS**, copy, previously with Calkins & Holden, Chicago and Kansas City, and **HARRY A. JOHNSON**, copy, who before Army personnel work was with The Buchen Co., Chicago.

ADVERTISING ENGINEERING Corp., Los Angeles, has acquired additional suite in Pershing Bldg. and added following personnel: **ROY GULBRANSEN**, formerly of Beaumont, Hohman & Ross Federal Research, heading merchandising division; **GEORGE SANDERS**, former program director of KWKW Pasadena, and **CLARK KUNEY**, writer and announcer, operating heads of radio department; **WALTER LIEBSCHER**, head of production, and **MARY LYONS**, appointed media and time buyer. **EDWARD HALPERIN**, president, remains as general manager.

LAMB, SMITH AND KEEN, Philadelphia, has been admitted to membership in the American Association of Advertising Agencies.

CHARLES H. FERGUSON, vice president of BBDO San Francisco, has been elected chairman of the Northern California Chapter of the American Association of Advertising Agencies. **L. C. COLE** of L. C. Cole Adv. has been elected vice chairman and **W. C. DAY** of Leon Livingston Adv. has been elected secretary-treasurer and governor. **ROSWELL COCHRAN** of McCann-Erickson has been elected a governor.

LES GOTTLIEB, publicity director of Young & Rubicam, arrives in Hollywood April 25 to confer with **MILTON SAMUEL**, West Coast press relations manager, on summer and fall campaigns for accounts serviced by that agency.

BARTON A. STEBBINS, head of Los Angeles agency bearing his name, is on a six-week business trip to Chicago, New York and Washington. He returns to the West Coast in early June.

NORMAN RUNYONS, released from the Navy, joins George Hoskin & Assoc., Los Angeles, as producer in early May. While in service Mr. Runyon produced "Mail Call" and "Concert Hall" for AFRS.

FRED W. REA, formerly national advertising, sales promotion and public relations manager of Paraffines Companies Inc., San Francisco, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive. He had previously headed his own agency and at one time was regional advertising and sales promotion manager of General Electric Supply Corp.

RICHARD WERNER, after 5½ years of service in the Navy and released as commander, has returned to his former post in the research department of Kudner Agency, New York.

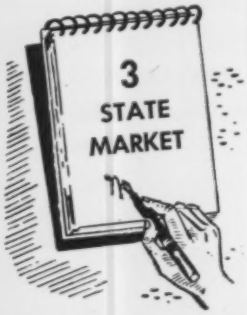
RCA Institutes Elects

DR. JAMES ROWLAND ANGELL, president emeritus of Yale University and public service counsellor of NBC, and Gano Dunn, a director of RCA and NBC, have been elected directors of RCA Institutes Inc., New York. Re-elected as directors of RCA Institutes were Charles J. Pannell, president; Lt. Gen. James G. Harbord, chairman of the board; Frank E. Mullen, vice president and general manager, NBC; Thompson H. Mitchell, executive vice president, RCA Communications, New York, and George F. Shecklen, vice president and general manager, Radio Marine Corp. of America, New York.

In Cincinnati, WSAI broadcasts more quarter-hours of department store advertising than all other stations combined.

A Marshall Field Station
Represented by Lewis H. Avery, Inc.

WSAI



WLAW sells to a market able-to-buy. Within its .5 mv/m contour lie three New England states where retail sales approximate $911,322,100 yearly. For the complete story send for map and data.

5000 WATTS 680 Kc

Basic Station

American Broadcasting Co.

50,000 Watts . . . SOON!!

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW—Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC.
PITTSBURGH, PA.

MBS MAY RETURN AS NAB MEMBER

MUTUAL Broadcasting System is expected to return to the NAB fold in the near future. Last obstacles to association membership are understood to have been removed and network officials are ready to sign a membership application, following a series of talks with association officials that started last January.

Return to the NAB of a number of key MBS stations, such as WOR New York and others cleared the way for the network to rejoin. WGN Chicago and KWK St. Louis are the only key Mutual stations not NAB members.

MBS left the NAB in a huff in 1941 when the association adopted a resolution taking issue with FCC on the network monopoly regulations. MBS also differed with NAB on its handling of the ASCAP problem, and negotiated its own copyright deal.

NBC and CBS are NAB members. Like these two, MBS will have a member on the board of directors.

Conversations with Westinghouse Radio Stations Inc. have been held for some months by NAB in an effort to work out differences that led to Westinghouse resignation last autumn. It is understood progress has been made toward an agreement.

NAB membership now stands at an alltime high—763 actives and 171 associates. Of the actives 722 are standard broadcast stations, 37 FM, 2 networks, 2 television. Among the 171 associates are 97 station applicants.

WEAF Is Established As Separate Operation

NBC's key station, WEAF New York, last week was physically established as a separate unit, in line with its separation from the network as an operating entity as announced last January. WEAF opened new offices for 10 major departments in 30 Rockefeller Plaza.

James M. Gaines, WEAF manager, announced that the new unit was organized into the following departments: sales, promotion, program, sale and program service, production, news and special events, management, press, agriculture and WEAF office. These formerly operated as divisions of similar NBC departments.

Syphilis Discs

SCOURGE of syphilis is spotlighted in new 12-week series of WKY Oklahoma City, produced in cooperation with city, county and state health authorities. Programs are highly dramatic and as a climax buildup, avoid use of word "syphilis" until last two minutes. Robert Anderson, U.S. Public Health Service, has persuaded WKY Manager P. A. Sugg to offer series on platters without charge to all Oklahoma stations and at cost of $5 each to other stations in country.

News

TOM MOONE, former assistant farm director of KFH Wichita, Kan., and during the war chief announcer for Armed Forces Radio Service in New York, has been appointed director of farm programs at WRC Washington effective April 15. He will also conduct six-weekly "WRC Almanac," 5:30-6 a.m.

HENRY R. KONYSKY, released from AAF as captain after 43 months, has returned to CBS Hollywood as night news bureau manager. Prior to service he was a bureau staff writer.

HARRY J. BOYLE, farm broadcast commentator of CBC Toronto, is the father of a boy.

A. E. ALTHERR, out of the Canadian Army, has rejoined CBC Montreal. He was a member of the first CBC Overseas Unit in 1940, later joining the Army.

HARRIET VAN BUREN, former assistant to the CBS director of vocal auditions and manager of script and record libraries, has been appointed administrative assistant to **PAUL WHITE**, CBS director of news programs.

JACK DELANEY, former staff reporter of the New Bedford (Mass.) Standard-Times, has been appointed news editor of **WNBH** New Bedford. **OTTO GLADE**, former reporter for the Cape Cod Standard-Times, also is new addition to the WNBH news staff. Station has increased its news schedule to 11 newscasts daily.

HUGH MUNCY, farm director of KXEL Waterloo, Iowa, was elected honorary Iowa Farmer at Iowa Future Farmers of America convention held in Cedar Rapids April 13-14. Award was made for his contributions to Iowa agriculture.

OWEN JOHNSON is new addition to the newscasting and announcing staff of WGST Atlanta, Ga. Before AAF service he was with WSTV Steubenville, Ohio.

ARTHUR FELDMAN, ABC correspondent in London, last week was en route to New York aboard the Queen Mary to confer with network officials and take a vacation. **JACK HOOLEY** of ABC's Paris bureau will replace Mr. Feldman in London during latter's absence.

FULTON ARNOLD, sportscaster at WTTM Trenton, N. J., is to be guest speaker at spring meeting of New Jersey State Highway Dept., April 23, at Mountainside Inn in Somerset County.

WILLIAM P. FRANK, 18-year veteran city editor of the Wilmington (Del.) Journal-Every Evening, has been added to the local news staff of WILM Wilmington, Del., as editor. **HENRY SHOLLY**, another veteran newspaperman recently added to staff, remains as assistant. Mr. Frank will air daily radio column, "Around the Town."

BESS HOWARD, WCAU Philadelphia commentator, is covering the sessions of the UN at Hunter College, N. Y. She commutes to New York each morning after finishing her 10 a.m. show on the station. That night she is back with script all ready for the next morning.

TOM SLATER, director of special events of MBS, has received the U. S. Treasury Silver Medal Award for his "substantial contributions" to the war loan drives.

CLAY HUNTINGTON has returned to the sports and special events staff of KTBI Tacoma, Wash., after three years with the Navy.

BUD NEBLE has been added to the city, county and federal reporting and rewrite staffs of KOIL Omaha.

ARMAND LAPOINTE, released from AAF, has joined WFEA Manchester, N. H., as news editor. Prior to Army service he was with WMUR WHEB KSOO KELO.

HAL RENOLLET, director of agriculture of KOA Denver, on April 13 was presented with honorary State Farmer degree by Colorado Future Farmers of America at organization's annual banquet held at Fort Collins, Col.

JOCKO MAXWELL, WWRL Woodside, N. Y., sportscaster, has been signed by Collyer's Baseball World, Chicago, to write a weekly column covering various fields of sports with special emphasis on baseball.

LADIES DAY, or not, petite Jill Jackson, New Orleans sportscaster, interviews Joe McCarthy, New York Yankee manager, in broadcast for WWL covering New Orleans Pelican pre-season exhibitions. She's no Yankee, suh.

GEORGE CONNERY, former news and Sunday editor of the Washington Post, has been named chief news editor of WTOP Washington. He was with Minneapolis Tribune prior to joining the Post in 1943. Returning to WTOP newsroom from the Navy, where he served as a lieutenant, is **BOB LEWIS**.

WILLIAM C. NEEDHAM, former member of the Washington AP Bureau, has been appointed an editor on the news staff of WGN Chicago. He will do several newscasts.

JOHN CORCORAN has resigned as news commentator of WFIL Philadelphia.

BARBARA CAREY, news writer of KGO San Francisco, May 4 is to marry James McNair.

ELMER NEWTON EDDY, late evening commentator for WBZ Boston and WBZA Springfield, Mass., for three years, has been added to the news staff of the Westinghouse stations. He will continue his commentaries and outside lectures.

BILL MITTEN, news editor of WFEA Manchester, N. H., has joined the National Association of Radio News Editors, organization formed by **JOHN F. HOGAN** of WCHS Portland, Me.

GOING 5000 WATTS

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*

RESURRECTION FROM TYRANNY

Trod Under the Nazi Heel, the Liberated Radio Of Czechoslovakia Speaks Again

CZECHOSLOVAKIA, with only seven broadcast stations in operation, is in the market for transmitting equipment to bring the populous nation back to radio normalcy. Josef Ehrlich, head of technical department, Czech Ministry of Information, is inspecting U. S. broadcast facilities and contacting equipment manufacturers.

Czechoslovakia broadcasting suffered heavily at the hands of Nazi invaders, who took over the country in the late 30s. Only seven stations are now operating on the medium wave band, though Praha 1 has an output of 120 kw. The country is eager for more programs and the ministry is going to provide them.

Mr. Ehrlich is interested in FM and proposes to make a thorough study of this new medium while in this country.

The Germans destroyed all the stations in the eastern part of Czechoslovakia, did a lot of damage in the central section but left considerable equipment in the western area in operating condition.

During the Nazi occupancy listening was strictly regulated. Every set was inspected and a device called a Curcilek (Little Churchill) was installed to confine tuning to Nazi frequencies. Shrewd Czechs got around the Nazi regulations by listening on illicit equipment.

What the Germans never could figure out was sharp upswing in needles on power station control boards all through Cechoslovakia at 6:30 every evening when the British Broadcasting Corp. beamed a special program at the country. The Nazi regime never associated the increased power consumption with the BBC programs. Punishment for illicit listening was severe —sometimes death.

Since the Germans were ejected by Czech revolutionaries the government has used available broadcast equipment to good effect in the reconstruction effort. Starting last May it broadcast frequent programs of instructions in connection with the return to self-government.

Prior to the war the Czechoslovakia Broadcasting Co. was 51% controlled by the government, with 49% of stock in private and semi-official hands. Now the company is 100% owned by the government.

Each of the four Czech parties is represented in the coalition government. At present each party has the same number of ministers, but this lineup may be changed as the result of approaching elections. All parties are represented on the Czechoslovakia Broadcasting Co. board to prevent control of a station by any one political group. Director General and Board of Directors of CBC are appointed by the Ministry of Information, which Mr. Ehrlich said does not interfere with CBC.

A plan was being worked out before he left the country whereby one hour of time on the stations would be set aside each day for campaign broadcasts, with each party getting a quarter-hour.

Listening fee for the 1,090,000 receiving sets is 180 crowns a year ($3.60) but the government proposes to double the amount.

Czech listeners want lots of music—good music—and the CBC gives them plenty of it. A little jazz is added for the younger set, but the demand is not heavy. Some comedy is supplied, mainly by a native comedian, Werych, who was in this country during the war. The Prime Minister is heard for a quarter-hour each Saturday night.

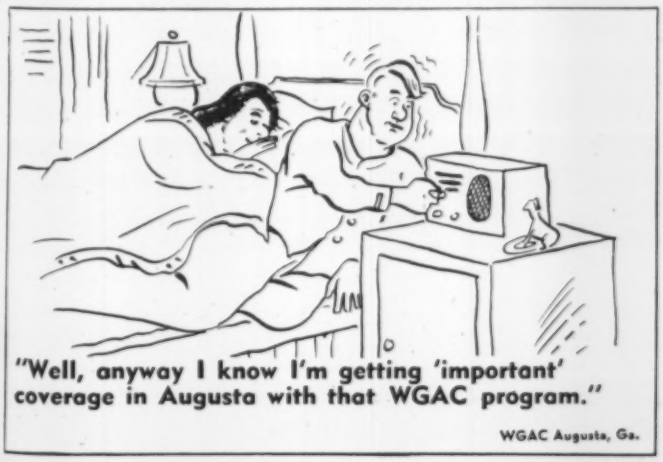
The country is getting on its feet industrially, and can produce all the receiving sets it needs.

New Headquarters

WILLIAMS EXPORT Assoc., New York, has established new headquarters at 37 Wall St. Company will continue to concentrate on export marketing and distribution of Echophone radios, division of Hallicrafters Co., Chicago.

Becomes Publicity Representative

ALBERT E. GIBSON, promotion manager of WSM Nashville, Tenn., since his release from the Army in November and for 3½ years prior to entering service, is now radio and publicity representative of Roy Acuff and His Smokey Mountain Boys. He will headquarter in New York.



"Well, anyway I know I'm getting 'important' coverage in Augusta with that WGAC program."

WGAC Augusta, Ga.

SILEN TO RE-OPEN KZRH ON JULY 1

BERT SILEN, manager of the KPO San Francisco news bureau, sails on the steamer *Marine Snapper* for Manila April 26 to supervise construction of a new transmitter on the site of KZRH, his own station which he and his staff destroyed in order that it might not fall into the hands of the Japanese when Manila was captured.

Mr. Silen

Station will be an NBC affiliate. Mr. Silen expects to start broadcasting by July 1 in time to shortwave to NBC the festivities incidental to the signing of Philippine Independence, which takes place July 4 (July 3 in U. S.).

Twenty-two thousand pounds of equipment for the new station, including transmitter, follow Mr. Silen on May 20. Harry Lolliot, RCA engineer in the Philippines, will assemble transmitter. Tower is 350 feet high, with T type antenna. It is estimated station will reach 300,000 radio sets in primary area and 5,000,000 in secondary area, including China, Japan, Malaya, Australia and Java.

Mr. Silen's wife and three daughters, who spent most of the family's thirty-seven months imprisonment by the Japanese in Los Banos Camp, will remain in Palo Alto, Calif., for time being, but hope to join him at Christmas.

RADIO SET PRICE INCREASE EXPECTED

RADIO set prices will be increased by OPA, probably this week, according to officials of the agency. The new prices will be based on the Snyder-Bowles formula under which OPA is to take into account wage increases granted.

No indication was given as to the amount of the increase, nor as to the formula to be followed in distributing the differential among industry elements. The increase could apply only to manufacturers, for example, with dealers and/or distributors required to absorb the load, or it could be apportioned through distributing channels and lead to higher set prices to the public. At any rate it is certain that manufacturers will get more for their product.

No change in price of receivers has been granted by OPA since it laid down original price lists last November but some relief has been granted in the case of certain components.

A committee of the Radio Manufacturers Assn., headed by James J. Nance, Zenith Radio Corp. vice president, will meet Tuesday and Wednesday with Earnest Heilmann and Earl Morse, pricing officials, and other OPA officials in an effort to break present bottlenecks in components.

YODITY, YODITY, YODITY! IT'S YAMACRAW (Ky.)!

Cross our hearts, gents, Yamacraw is a reely, trooly Kentucky town — with people, dogs, and everything. Some advertisers pay extra money to reach such metropolitan municipalities as Yamacraw, via radio. *But not over WAVE!* We don't try to reach "back yonder". We concentrate on the Louisville Trading Area — the home of more buying power than can be found in the *rest of the State combined.* Don't yammer for Yamacraw! Instead, you'd do better to yap, yodel and *yell* for Louisville!

LOUISVILLE'S WAVE

5000 WATTS 970 K.C. N.B.C.

FREE & PETERS, INC.

National Representatives

kglo

MASON CITY, IOWA

SOUTHERN MINNESOTA

MASON CITY

NORTHERN IOWA

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

1300 K.C. 5000 WATTS CBS AFFILIATE

WEED & COMPANY, REP.

A Lee STATION

SPONSORS

ARTURO CUGAT OF RIO Dance Studios, New York, has appointed Mike Goldgar Co., New York, to handle advertising. Spot campaign will start in September in connection with new studios to be opened in approximately 15 cities throughout the country, among which are Chicago, San Francisco and Los Angeles.

JOYFUL EVENT DRESSES Inc., New York (maternity dresses), has appointed Rodgers & Brown, New York, to handle advertising. Company is negotiating with Mutual for program time in the fall.

O. CASPERSON & SONS, San Francisco (food distributors), has appointed Pacific Coast Adv. Co., that city, to handle advertising.

RICHARD T. CLARKE, released from Navy and prior to service with J. M. Mathes Inc., New York agency, has been appointed assistant advertising manager of Consolidated Vultee Aircraft Corp., San Diego.

BANTAM BOOKS, New York, is considering a spot campaign to begin later in the year through BBDO New York, agency handling account.

ARTRA COSMETICS Inc., Bloomfield, N. J. (Cutra sun-tan lotion), in June starts participations on stations in New York area to continue through summer. Agency is Kelly, Nason Inc., New York.

ICE CREAM MERCHANDISING INSTITUTE, Washington, has appointed Lamb, Smith and Keen, Philadelphia, to handle its account.

ROBISON'S PET STORE, San Francisco, has appointed L. C. Cole Adv., San Francisco, to handle an extensive campaign for a new dog food. Radio will be used.

LOOSE-WILES BISCUIT Co., New York, has changed name to Sunshine Biscuits Inc.

ALVIN CITRON, released from Navy, and prior to service with Saks 34th Street Store, New York, has been appointed sales promotion director of Koret of California, San Francisco (women's sportswear).

UNITED HELICOPTERS Inc., Berkeley, Cal. (aircraft), has appointed West-Marquis Inc., San Francisco, to handle advertising, marketing and public relations.

UNIVERSAL FOUNTAIN PEN & PENCIL Co., New York, has appointed Walter W. Wiley Adv., New York, to handle its advertising. Radio may be used in the fall.

JOHN ALDEN, former advertising manager of the Norwich Pharmacal Co., Norwich, N. Y., has been elected director and vice president in charge of advertising of the company.

THOMAS C. THOMSEN, after service with the armed forces and formerly with Bob Reud Assoc., New York, has joined the public relations department of General Foods Corp., New York.

AMERICAN CHICLE Co., Long Island City, has appointed Badger and Browning & Hersey, New York, to handle advertising of Beeman's Pepsin Chewing Gum effective July 1. Company is currently using spot announcements on approximately 30 stations throughout the country.

PARA TI Corp., New York (Tuya perfumes), as part of an expanded merchandising program is considering using radio in late summer or fall. Company will open a Hollywood office and make extensive additions to its line. Business is placed through Radco Inc., New York.

LEWIS F. POWELL Jr., partner in the Richmond, Va., law firm of Hunton, Williams, Anderson, Gay & Moore, has been elected a director of E. R. Squibb & Sons. He is former AAF colonel.

FRANSHOW HANDKERCHIEF Co., New York, has appointed Rodgers & Brown, New York, to handle its advertising. Radio may be included in a national advertising campaign to start next fall.

SALADA TEA CO. of Canada, Toronto will start in fall the transcribed "Frank Parker Program" on nine Maritime stations. Agency is Thornton Purkis Adv., Toronto.

ELECTRIC AUTO-LITE Ltd., Toronto (batteries), plans daily flash announcements for 45 days on a large number of Canadian stations. Agency is Ruthrauff & Ryan, Toronto.

ED SULLIVAN, star of new "The Ed Sullivan Show" (ABC Tuesdays 9-9:15 p.m.) talks over his first broadcast with Henry Legler (left), of Warwick & Legler Inc., agency for Larus & Bros. Co. sponsors of the show, and with Fred Thrower (right), vice president in charge of sales for ABC.

BOYLE-MIDWAY (Canada) Ltd., Walkerville, Ont. (insecticide), is starting spot announcements on a number of Canadian stations. Agency is Dancer-Fitzgerald-Sample, Toronto.

D. APPLEBY Co. of Canada, Toronto (recording and playback machines), has appointed Alford R. Poyntz Adv., Toronto, as agency.

LEWIS Ltd., Truro, N. S. (textiles), starts a spot announcement campaign on Toronto and Montreal stations in May. Account placed direct.

NETWORK ACCOUNTS

New Business

MONOGRAM Manufacturing Co., Los Angeles (Piasti-Craft products), has started sponsoring Erskine Johnson, film commentator, on 18 Don Lee Pacific stations, Tues.-Thurs. 4:30-4:45 p.m. (EST), for 13 weeks. Agency: Western Adv., Los Angeles.

Net Renewals

GENERAL FOODS Corp., New York, has renewed for 52 weeks "When a Girl Marries," NBC Mon.-Fri. 5-5:15 p.m., and "Portia Faces Life," NBC Mon.-Fri. 5:15-5:30 p.m. Agency for former program is Benton & Bowles, N. Y. Young & Rubicam, N. Y., handles latter show.

BELL TELEPHONE SYSTEM, New York, renews for 52 weeks "The Telephone Hour" on NBC, Mon. 9-9:30 p.m. Agency: N. W. Ayer & Son, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), April 27 renews for 52 weeks "Your Hit Parade" on full CBS network, Sat. 9-9:45 p.m. with rebroadcast at 12 midnight. Agency: Foote, Cone & Belding, N. Y.

HARTZ MOUNTAIN PRODUCTS, New York (bird products), March 30 renewed for 13 weeks "Canary Pet Shop" on 39 Don Lee Pacific stations, Sat. 5:15-5:30 p.m. (PST), with transcribed rebroadcast on KSLM 7:45-8 p.m. (PST). Agency: George H. Hartman Co., Chicago.

Net Changes

LEWIS-HOWE Co., St. Louis (Tums), April 21 replaced "Calamity Jane" on CBS Sun. 8-8:30 p.m. with "The Amazing Mrs. Jonathan Danberry." Agency: Roche, Williams & Cleary, Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), June 23 replaces for 13 weeks "The Adventures of Ozzie & Harriet" with "Silver Theatre" on CBS stations, Sun. 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

Congressional Program Is Commended in House

COMMENDATION for the WMCA New York *Halls of Congress* was given on the House floor April 13 by Rep. Henry M. Jackson (D-Wash.) who said the program "demonstrates the use of radio in promoting greater understanding of the democratic processes in action."

Terming it an "interesting and unique education program," Rep. Jackson said it re-enacts Congressional debate from the *Congressional Record* "as an alternative to a direct pick-up." He pointed out that the Writers War Board cited the *Halls of Congress* as an "interesting lesson in the practical workings of government."

Milestones

APRIL 20 marked seventh anniversary of adoption by House of rule creating radio news gallery, thus placing radio newsmen on par with press in Congress. Robert M. Menaugh, House Radio Gallery superintendent, left office of former Rep. E. B. Crowe (D-Ind.) to become first superintendent for radio gallery. Five weeks later, Senate established gallery and in February 1940, D. Harold McGrath, Senate Radio Gallery superintendent, was appointed . . . .

With April 16 broadcast NBC *Fibber McGee and Molly* completed 11 years under sponsorship of S. C. Johnson & Son, Racine, Wis. Besides Jim and Marian Jordan (Fibber and Molly), Writer Don Quinn and Announcer Harlow Wilcox have been with series since April 16, 1935. Louis & Brorby, Chicago, is agency . . . . Second anniversary is celebrated this month by KBIZ Ottumwa, Iowa . . . . Arthur Godfrey, April 27 begins his sixth year as WABC New York personality . . . . Byron Parker and his hillbilly group began their tenth year of consecutive broadcasting April 15 on WIS Columbia, S. C.

Two-hour party April 20 of KMBC Kansas City Big Brother Club, in celebration of station's 25 years in the business of public service, was slated last week to break house records of 15,000 at city's Municipal Auditorium Arena. Only club members were to be admitted, but there are some 30,000 of them. Kansas City Chamber of Commerce weekly meeting April 24 will be KMBC Day.

WJR Profit Up

A NET profit of $433,179 was earned in 1945 by WJR Detroit, according to annual report of WJR, The Goodwill Station, Inc., issued last week to stockholders. Station earned $410,615 in 1944. Profit in 1945 equalled $1.67 per share of $2.50 par value common stock, in 1944 equalled $1.58. Dividends of $1.45 per share were distributed to stockholders during 1945.

★ In the hour of dreams . . . when the stars look down on WJW listeners in Cleveland . . . Stan Peyton conducts his half hour plan-for-tomorrow show "This is Goodnight."

★ Cleveland radio listeners . . . who love it . . . might resent hard-selling commercials! So "This is Goodnight" is offered only to a prestige prospect . . . a sponsor who wants his product pleasantly associated with good music, memorable verse and the rich resonance of Stan Peyton's unforgettable voice.

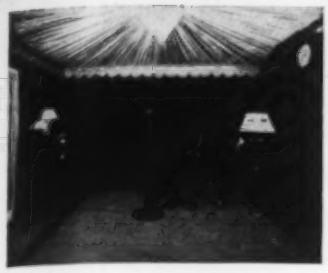
★ Headly-Reed will gladly give you details.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



PROGRESS in techniques of broadcasting is clearly seen in these pictures of the same studio at WWRL New York, one taken in 1926, the other 20 years later.

Willard Discusses Radio

A. D. WILLARD Jr., executive vice president, NAB, on April 24 will make an address on radio before the William Allen White Foundation Dinner, to be held at the Waldorf-Astoria Hotel, New York. Other speakers include Senator Arthur Capper (R-Kan.), who will speak on William Allen White and Kansas, Frank E. Tripp, manager, Gannett Newspapers, on journalism; Francis Harmon, vice president, Motion Picture Producers Assn., on motion pictures.

Spot Radio Is Holding Its Own Despite Wheat, Sugar Shortage

IN SPITE of sugar shortages, grain curtailments, seasonal cancellations and other reconversion problems, spot radio advertising is holding its own. For every advertiser who is curtailing its budget for these reasons there are new advertisers to buy up the available time. These include both advertisers new to radio and old ones who are returning with new campaigns for postwar products.

Among the newest spot sponsors are such advertisers as Ethyl Cleaner, New York, who through BBDO New York are running spot announcements and chain breaks on 50 stations for 52 week contracts. Stanco Inc., New York (Flit), starts on three different dates, April 8, May 13 and May 27 on 229 stations for 13 week contracts, except in the southern market where the contract extends for 26 weeks through McCann-Erickson, New York.

Seasonal Sponsors Active

Carter's Liver Pills, on April 1 started a spot announcement to supplement its John J. Anthony show on Mutual on 110 stations for 52 weeks through Ted Bates Inc., New York. Chrysler Corp., Detroit (De Soto), on April 15 started a 13-week spot campaign on 75 stations through BBDO. Seasonal advertisers such as Skol Co., New York, through J. M. Mathes Inc., New York; Gulf Spray Co., through Young & Rubicam, New York, are also using spot announcements.

As for those products that have been hit by the sugar shortage: Bowman Gum through Franklin Bruck, New York, has partially cancelled its spot announcement campaign. Another sugar casualty is Canada's Dry Ginger Ale, not using radio advertising at all; however the company's Sparkling Water is currently running a spot campaign on 18 stations.

The wheat curtailment has hit the advertising budget deeper than any other. Most beer accounts cancelled out completely. Atlas Prager Beer, Chicago, through Olian Advertising, Chicago, curtailed its budget. P. Ballentine & Sons (Ballentine Ale), through J. Walter Thompson Co., dropped sponsorship of its network show *His Honor the Barber* on 126 NBC stations. Griesedieck Brewery, St. Louis (beer), cancelled much of its campaign through Ruthrauff & Ryan, Chicago.

Wheat order also placed limitations on the use of wheat as animal feed resulting in General Foods Corp. (Gaines Dog Foods), dropping hitch-hikes on *Portia Faces Life* on NBC. Firm will retain hitch-hikes on the *Aldrich Family* on NBC. Account is handled by Benton & Bowles, New York.

An annual seasonal victim is Luden's Cough Drops through J. M. Mathes Inc. Luden's winter campaign runs on approximately 140 stations but will retain only 40 stations throughout the summer. Another is Vick Chemical Co., New York, through Morse International, New York, who dropped *Break the Bank* on Mutual on April 13 for the summer season but will return in the fall.

COSGROVE BLAMES SHORTAGES ON OPA

R. C. COSGROVE, vice president and general manager of Crosley Corp. and president of the Radio Manufacturers Assn. last week charged, in a CBS broadcast, that the shortage of radio receiving sets was directly traceable to OPA pricing policies.

Receiver manufacturers are prevented from achieving full production, said Mr. Cosgrove, by the lack of component parts.

Shortage of components, he said, is "due to low price ceilings which will not permit recovery by these manufacturers of their actual cost. These costs are made up mostly of labor, which are almost doubled in the radio business." Mr. Cosgrove was one of several manufacturers appearing on a special CBS program, *Roll Call*, on production broadcast April 16, 10-10:30 p. m.

Vanderkay Is Speaker

ROBERT H. VANDERKAY, industrial engineer for Sylvania Electric Products, New York, April 17 spoke before the New York Chapter of The Society for the Advancement of Management in connection with conference being held in New York. Address was "Methods in the Manufacture of Sub-Miniature Radio Tubes," and dealt largely with operations of the Sylvania development laboratories in Kew Gardens, Long Island.

WCKY Scheduling Programs In Unified Listening Periods

WCKY Cincinnati has transformed its weekday program schedule into major listening periods to give additional service to listeners, more music with less talk, simplification and convenience. Primary element, according to L. B. Wilson, station owner, is entertainment through music.

Major listening periods will furnish made-to-order programs for one, two, and even three hour intervals, with each period having a keyed theme, continuity and material.

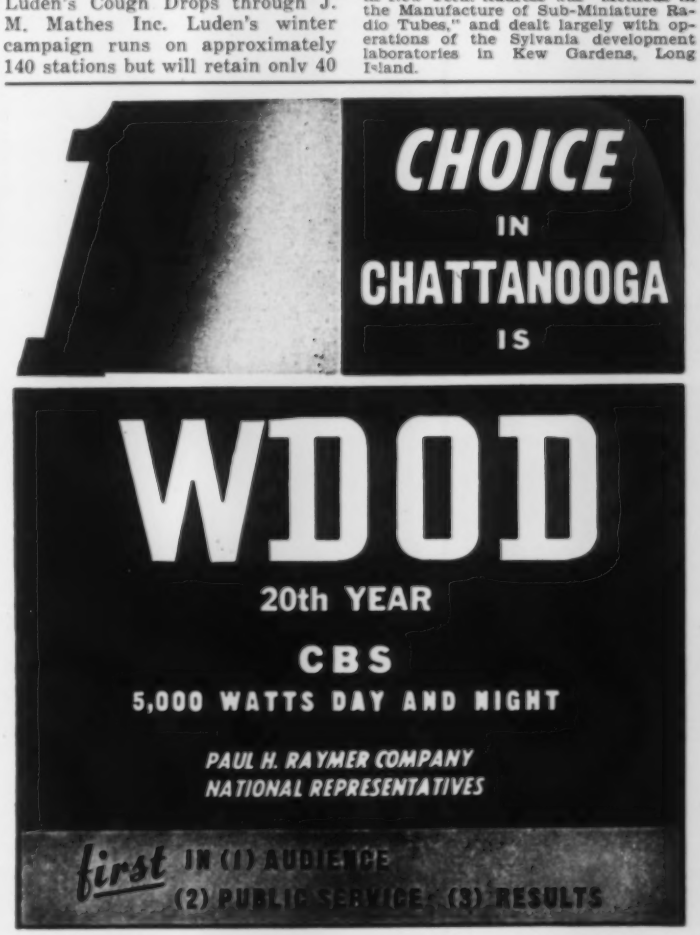
Period programs will be a complete package, with staff members assigned to the entire period to conduct the show. This is the rule except in the variety periods when segments of 15 minutes or a half-hour will be broadcast by different voices.

The schedule will follow this set weekday formula, but some changes will be made on Saturday afternoons for play-by-play descriptions of the Cincinnati Reds' baseball games.

Major listening periods are arranged so that similar type shows follow each other. Special events aligned with newscasts fit into appropriate periods of the schedule.

Station's news is now condensed into five-minute bulletin newscasts on the hour, with minute headlines on the half-hour and 15-minute summaries at "mealtime" and 'bedtime." Sunday, 7:05-7:30 p. m. is set aside for civic, educational and public service programming. The rest of Sunday's programs wll be devoted to church, music and news.

Typical weekday schedule includes: 6-9 a. m., *Musical Clock*, music, news, farm bulletins, weather, time, etc.; 9-10 a. m., *All Time Hit Parade*; 10 a. m.-noon, *Morning Makebelieve Ballroom*, popular recordings; noon-1 p. m. variety, quizzes, etc.; 1-2 p. m., hillbilly music; 2-3 p. m. variety; 3-5 p. m., popular music; 5-6 variety; 6-7 news and *Daily Hit Parade;* 7-8 p. m., *The Old Professor* and *Waltz Time;* 8-10 p. m. *Western Jamboree;* 10-10:45 p. m. *Wishing Well* and news; 10:45-1 a.m., *Music to Read By.*



Sell LOS ANGELES plus LONG BEACH
the WEST'S GREATEST MARKET through
KGER
MERWIN DOBYNS STATION
5000 WATTS • FULL TIME
NATIONAL REPRESENTATIVE
JOS. HERSHEY McGILLVRA, Inc.
New York Chicago San Francisco Los Angeles

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT* PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN Broadcasting Co.
FREE & PETERS Natl. Reps.

FARM STATION?
YES! FOR TWENTY YEARS OUR ENTERTAINMENT AND SERVICES HAVE BEEN PLANNED FOR FARMERS IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

JAMES DAY, formerly an instructor in the School of Personnel Services at Washington and Lee University, has joined KPO San Francisco as assistant to **HENRY SCHACHT**, supervisor of public service and agriculture.

MARY JANE WILLIAMS, formerly on the editorial staff of the Atlanta (Ga.) Constitution, has joined the promotion department of WAGA Atlanta.

ELIZABETH ANN TUCKER, formerly with the CBS International Division, New York, before her resignation two years ago, has returned to the network as administrative assistant on talks.

OSCAR KATZ, CBS associate director of research in New York, April 29 is to address the radio workshop of the New Haven Council of Churches on "Showmanship in Radio."

DR. GERHART WIEBE after serving with the armed forces has returned to CBS research department, New York, as research psychologist.

ARTHUR C. SHOFIELD, advertising and promotion director of WFIL Philadelphia, April 16 addressed the Philadelphia Optimist Club at the Hotel Sheraton on television adaptation to retail merchandising field.

JERRY GREENE, formerly with CBS, has joined the sales promotion department of Mutual.

PEARL BENNETT BROXAM, public interest director at WMT Cedar Rapids, addressed the Iowa Press Women's Assn. in Iowa City April 13 on "Opportunities for Women in Radio."

THOMAS R. COX Jr., former lieutenant in the Navy, has been appointed head of new merchandising and promotion department of WNAB Bridgeport, Conn. Department also serves WATR Waterbury, Conn.

Mr. Cox

JAMES ALLEN, who was chief public relations officer for General Patton and later with General Eisenhower, is back at his post as promotion manager of WFIL Philadelphia.

JOSEPH DRUNIN leaves the KYW Philadelphia general services department to enter the building trade. He is succeeded by **GEORGE WOOD**.

JOHN McENROE, released from the Navy and formerly managing editor of Bismarck (N. D.) Tribune, has been appointed NBC Hollywood press department news editor. He replaces **RICHARD EISIMINGER**, promoted to assistant manager of the department.

SCHOOL STUDIOS
Students Get Experience In Own Radio Center

RADIO STUDIOS of Goldsboro (N. C.) High School are providing students with practical experience in both the technical and the production fields of broadcasting.

Dedicated to the memory of graduates who died in action in World War II, the school's "radio center" consists of a control room equipped with a studio-ette console, a recorder, two turntables, and microphones; a reception room; a studio of modernistic design; a production office, and a record library worth an estimated $1,000.

Radio students use the studios for broadcasts over WGBR Goldsboro and for distributing non-broadcast programs within the school. The project has been praised by state school leaders as an important step in North Carolina education. High school boys, directed by vocational education instructors, contributed the labor. Total cost is estimated at $8,000.

In the dedication ceremonies, A. T. Hawkins, president of WGBR, praised the high school for its cooperation with the local station and for furnishing engineers and other staff members to WGBR during the war.

PROMOTION

WBIG Scholarship

MUSIC SCHOLARSHIP of $1,000 is being offered by WBIG Greensboro, N. C., to students in the WBIG area who are under 22 years of age and who are required to either graduate in the 1946 class of an accredited high school or secondary school or who have previously graduated. Application deadline is May 15. Competitive auditions will be held June 5 with judges to be selected by Radio Scholarship Committee of Greensboro Euterpe Club. Organization will administer fund which will be awarded to the winning applicant in amounts of $250 yearly for the study of music at any accredited college or conservatory.

Baseball Contest

CONTEST has started on WLAW Lawrence, Mass., inviting boys and girls 14 years of age and under to write Jack Stevens, WLAW sports commentator, selecting outstanding Boston baseball player of the week in a home game and giving their reasons. Weekly winner will receive two tickets to a ball game and an official major league baseball containing autograph of star honored. At close of contest all weekly winners will be guests of the Boston Red Sox and Braves managements at two home games.

Dress Design Contest

ANNUAL "Design and Make It" contest sponsored by Teentimers Inc., scheduled April 15-June 15, is open to youthful aspirants for the 30 winning original designs for Teentimer dresses and is being promoted on "The Teentimers Club," Sat. 11-11:30 a.m. on NBC. Among judges of the contest are Kate Smith, CBS star; Dorothy Roe, fashion editor of Associated Press; Matilda Taylor, Teen-Age editor, and others. Agency handling contest and program is Buchanan & Co., New York.

KGO 'Mystery Man'

IDENTIFIABLE only by the fact that he wore one brown and one black shoe, a "mystery man" paraded on Market St. as a promotion stunt by KGO San Francisco for its new Wesson Oil-Snowdrift show "Try 'n' Find Me." Listeners were given code words which they were to repeat to the stroller. First person spotting "Mystery Man" was awarded a Benrus watch.

Novel Brochure

CONTAINING 32 blank pages, promotion brochure distributed by Bob Emery, production supervisor of experimental television programs presented by WOR New York on the Du Mont and General Electric video stations, bears cover inscription of "What I Know About Television, by Bob Emery."

Transmitter Folder

THE HIGH POWER transmitter built by Federal Telephone and Radio Corp. for CBS for color or fine line television is described and pictured in booklet issued by Federal. Foreword states that Federal "is ready to quote on 1 kw, 490 mc color television equipment—complete from movie film dissector, television transmitter to high gain antenna and line. Inquiries are invited."

CJCA War Diary

CJCA Edmonton, Alta., has published a War Diary, compiled from the files of the Canadian press 1939-1946. Booklet features each year in review in world war news and Canadian news. Diary is issued by CJCA news bureau, lists newscast schedules at back of book and carries advertising of principal newscast sponsors.

Signs Pageant Contract

WPEN Philadelphia has signed contract to conduct city preliminaries of Miss America Pageant of 1946. Promotion will be staged in conjunction with Evening Bulletin, station owner.

Promotion Letter

PROMOTION LETTER reporting on the afternoon program rating progress of ABC has been mailed by the network under signature of Ivor Kenway, director of advertising and promotion.

AFN is "selling" itself to wives of servicemen arriving overseas, through visual as well as audio means. Billboards tell of coverage, special events, news programs and local shows. Programs will now have to be keyed to the family as well as the serviceman.

M.J.B. Contest

TWO vacation trips to Don Gapen Lodge on Lake Nipigon, Ontario, Canada, is prize for letter contest being conducted by M.J.B. wakeup show on KRNT Des Moines. Letter subject is "I need a vacation because . . ." Contest is running simultaneously with fourth annual Iowa Sports and Vacation Show in Des Moines.

WBIG Handbill

HANDBILL resembling political campaign promotion material has been prepared by WBIG Greensboro, N. C., to promote morning man, Bob Jones. Piece reads "'Happy Days Are Here Again Again' . . . Vote for WBIG's 'Groaner' Bob Jones, Candidate for Lampost Lighter, Guilford County."

Record Distributed

LEIF EID, NBC commentator, has recorded his script on the anniversary of President Roosevelt's death and has sent the record to clients in the WRC Washington area. Recording, which was cut in response to numerous requests, is 78 rpm.

Mat and Story Service

PROMOTION department of KRNT Des Moines is following up increasing demand for lecture appearances of KRNT personalities in surrounding area, with preparation of newspaper mats and news stories to precede speaking date.

Trade Paper Feature

FEATURE STORY on WIS Columbia, S. C., "Youth Speaks" program appears in April issue of the Dry Goods Journal. Program is sponsored on WIS by Belk's Department Store, local firm.

"Let's see now—I'm sure it isn't the Lone Ranger's horse Silver, on WFDF Flint."

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

The Nose (Jimmy Durante) Knows . . .

It's Terrific!

It's Colossal!

It's Tremendous!

. . . the Way WMT Completely Covers Eastern Iowa and keeps 'em listening with those CBS shows!

"I'm mortified! I'm flabbergasted! Here I am thinking my "schnozzle" covered a lot of territory . . . and along comes WMT with something that really IS big. Boy, ***what coverage*** *—1,131,782 people—the largest coverage of any Iowa station within its 2.5 MV line!"*

You're right, Jimmy—"everyone in Eastern Iowa wants to get in the act" to listen to WMT's exclusive CBS programs like your own Durante and Moore show, Kate Smith, Joan Davis, Dick Haymes, Andrews Sisters, Phil Baker and all the others that make good listening . . . and a good spendable, dependable audience for advertisers who want to cover the best market of a great state at the lowest rate per radio family.

WMT's story is a big one to tell —an important one to hear.
Contact Your KATZ AGENCY Man at Once!

Member of the Mid-States Group

KANSAS CITY

IS A

KOZY

MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

ALLIED ARTS

E. F. STAFFORD, former director of press and publicity for WBZ Boston and WBZA Springfield, Mass., has joined Tel-a-vix Studios, Boston transcription and program firm. He has been in radio since 1930 as writer and producer. His WBZ-WBZA successor is **LYNN MORROW** [BROADCASTING, April 15].

JUDSON S. SAYRE has been re-elected president of Bendix Home Appliance Inc., South Bend, Ind. **H. J. DOWD** of New York has been renamed chairman of the board. Following directors and officers re-elected: **E. R. FARNEY** and **OLIVER T. COWAN,** New York, and **E. W. ROSS,** Detroit, directors; **W. F. OLIVER, A. R. CONSTANTINE, H. L. SPENCER,** vice presidents; **W. J. REUSCHER,** vice president and treasurer; Mr. Cowan, assistant secretary. **JOSEPH D. SHARPE,** chief accountant, elected secretary.

COLUMBIA RECORDING Corp., with purchase of a three acre tract at Beverly and Robertson Blvds. in Los Angeles, has completed arrangements for design and erection of new West Coast headquarters. Besides manufacturing plant new structure will house recording studios and executive offices.

WALTER SHUMANN, former musical director of AFRS Los Angeles, has been named acting chairman of Command Radio Productions Inc., organization of 19 veterans formerly associated with AFRS. Offices are at 6000 Sunset Blvd., Hollywood.

WARREN JUSTICE, account executive of Don Lee Broadcasting System, Hollywood, has joined Jack Rourke Productions, program packager, as sales manager.

DOUG GROUT, discharged from the Canadian Army, has been appointed manager of the program division of All-Canada Radio Facilities, Calgary.

K. SMITH VAN SANT, former writer-producer of C. P. MacGregor Co., Los Angeles transcription producer, has been appointed radio director of A. E. Smalley & Assoc., Hollywood program packager.

H. M. HITT, formerly district service manager of General Electric Supply Corp., San Francisco, has been appointed manager of the radio sales division. **J. B. BAKER,** formerly assistant service manager, replaces Mr. Hitt as service manager.

ASSOCIATED RADIO DISTRIBUTORS, wholesale radio and electronic distributing firm, has taken over a new two-story building at 1251 Folsom St., San Francisco, as headquarters. **CECIL ROARKE** heads firm.

WAYNE VARNUM, released from the armed forces, has returned to Columbia Recording Corp., New York, as head of new publicity department. Before entering the service he was with the Columbia Recording advertising department in Bridgeport.

IRVING BRUDNER, formerly a captain in the Army and previous to that with the law firm of Greenwall & Brudner, New York, has been appointed director of industrial relations for Tele-Tone Radio Corp., New York.

ELECTRONIC CORP. OF AMERICA has moved all manufacturing and sales operations to firm's new plant at 170 53d St., Brooklyn, N. Y. Old address is 45 W. 18th St., New York.

PAUL J. REED, assistant advertising and sales promotion manager of the radio division of Bendix Aviation Corp., Baltimore, has been promoted to assistant to the general sales manager, **L. C. TRUESDELL.** He is succeeded as sales promotion manager by **JOSEPH L. J. O'CONNOR,** formerly with Zenith Radio Corp., Chicago.

SAM MOORE, national president of Radio Writers Guild, has been elected second vice chairman of the Hollywood Writers Mobilization, consisting of motion picture and radio writers.

Easter Nylons

JOHN SHEPARD 3d, chairman of the board of Yankee Network, April 15 as Easter gift gave pair of nylon stockings to each girl staff member, and to the men for their wives and sweethearts, at all network-owned stations.

WNOX

is always FIRST for advertisers because it's FIRST in listeners in the South's richest market—

YOU GET KNOXVILLE PLUS WNOXville

REPRESENTED BY THE BRANHAM CO.

Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX

CBS • 10000 WATTS

KNOXVILLE, TENN

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts WIBG

REPRESENTED Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

In Montreal It's
CKAC *La Presse*

7 out of the first 8

The Elliott-Haynes evening programme ratings for March 1946 award *7 out of 8 firsts* in commercial programme popularity to CKAC!

Three of these top shows are directed by our Production Department, for some of Canada's leading advertisers and their alert advertising agencies.

CKAC knows French talent

CKAC knows French listeners

CKAC has the largest staff of any private broadcasting station in Canada

CKAC welcomes inquiries arising from your broadcasting and production problems in Quebec Province

ALL UNDER ONE ROOF

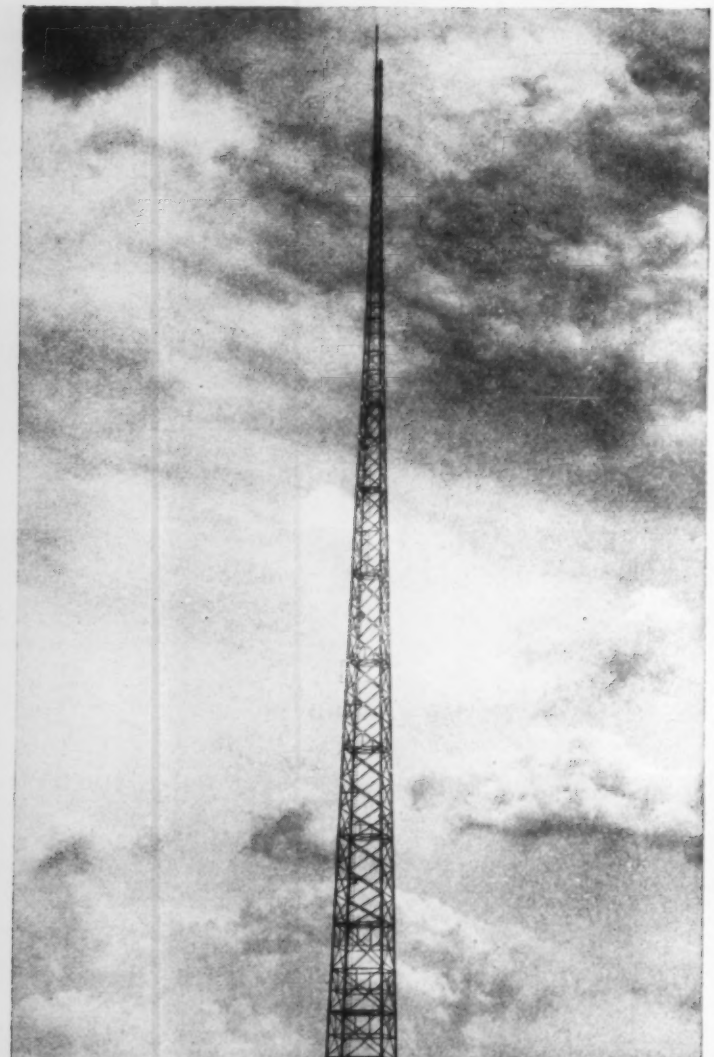
21 departments, adequately staffed with experts, to provide complete broadcasting service to the sponsor and agency.

	1st in Montreal Rating	*Programme*	*Product*
COMEDY	36.5	Nazaire & Barnabé	Lifebuoy Soap
	35.4	Ralliement du Rire	Sweet Caporal
VARIETY	36.8	Tourbillon de la Gaieté	Buckley's Cough Remedies
	31.2	Café-Concert Kraft	Kraft Foods Limited
NEWS	22.9	Nouvelles de Chez Nous	Molson's Brewery
NEWS COMMENTARY	23.1	Choses du Temps	Valiquette Furniture
NOVELTY	36.4	En Chantant dans le Vivoir	Living Room Furniture
	31.8	Théâtre Improvisé	Grad Cigarettes
QUIZ	32.2	Course au Trésor	Wrigley's Chewing Gum
SPORTS	19.6	Forum des Sports	Buckingham Cigarettes

CKAC
La Presse, Montreal
Affiliated with CBS

A PRIVATE ENTERPRISE

Representatives:
Canada—C. W. Wright, Victory Building, Toronto, Ont.
United States—Adam J. Young, Jr., Inc.


There's no DOUBT about it!
...That's the big advantage of any antenna designed and built by Blaw-Knox.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building • Pittsburgh, Pa.
BLAW-KNOX VERTICAL RADIATORS
FM and TELEVISION

AUDIENCE MAIL UP 700%

Interest in Cornell Extension Bulletins Grows As Stations Add Farm Programs

AUDIENCE MAIL in the last six months from farmers and homemakers in New York requesting Cornell U. publications increased more than 700% over the same period a year ago, according to Louis W. Kaiser, head of the Cornell Farm & Home Radio Services.

From Oct. 1, 1945 to March 31, 1946, requests from 50,000 listeners for Cornell U. extension bulletins were received by 40 New York stations, compared to only 7,000 requests during the October-March period last year, said Mr. Kaiser. He listed reasons for the increased mail as follows:

(1) More stations carrying farm and home programs.

(2) Expansion of Cornell's syndicated briefs and transcription service.

(3) Establishment of new programs from the university, such as those on research, and a series dealing with farm economics.

(4) Increased listener interest in programs carrying agricultural and homemaking information.

Complete News

Through distribution of *Radio Briefs* and semi-weekly transcribed programs, New York stations get complete agricultural and homemaking news from Cornell. Stations also are provided with live talks by Cornell specialists. WGY Schenectady schedules a weekly program *Farm Paper of the Air*, while WEAF New York carries the *Modern Farmer* bi-weekly. A regular series, *What's Going On in Farm and Home Research* is carried over leased wires from Cornell's experiment station to WGY.

Released bi-weekly, *Radio Briefs* are designed to keep the listener informed on important, timely news and to acquaint him with the free Cornell extension bulletins dealing with the many branches of agriculture and home economics, according to Mr. Kaiser. Transcriptions present timely information not adapted to the half-minute briefs and are limited to from 5-8 minutes each. They feature research and extension workers from the Colleges of Agriculture and Home Economics at Cornell.

Talks and transcriptions are kept short so that they may be used as portions of public service programs, instead of filling full quarter-hours. This enables stations to present other news and reports of local importance during a single program. Mr. Kaiser explained.

U.S. Dept. of Agriculture transcriptions are distributed through the radio offices of Cornell and are localized by using live copy for the opening and closing, said Mr. Kaiser. Often, endorsements and additions are put into the copy of specialists at the colleges.

"Our over-all objective is to improve the radio services with an eye toward providing maximum service for the farmer and his family," said Mr. Kaiser. In addition to placing program material with all New York stations, Cornell's own station, WHCU, carries a daily quarter-hour *Farm and Home* program.

WPTZ COMMERCIAL SHOWS START MAY 1

WPTZ, Philco television station, Philadelphia, will start commercial programs on May 1 with the opening of its new studios. Until now televising from the Philco plant, WPTZ, sole Philadelphia television station, will originate from twenty-fourth floor of the Architects Bldg.

Although contracts will not be signed until this week, starting sponsors include Gimbel Brothers Department Store, the *Inquirer* and the *Bulletin*. Last two are local newspapers each owning WFIL and WPEN, respectively.

Unusual angle is that the newspapers, it is understood, will plug their own television departments on the Philco station, giving the viewers an idea of the kind of programs they will produce when they get their own licenses.

While WPEN's plans are nebulous, the *Bulletin* has leased the top floor of the tallest building in town for their studio; WFIL has hired a director from New York and keeping his name unknown; N. W. Ayer Co. is working out the *Bulletin's* setup on WPTZ.

Television on WPTZ will be only in half hour periods. For a starter, station will be on the air only two evening hours on Monday, Wednesday and Friday because of the lack of equipment. As new equipment on order arrives, schedule will be expanded.

WPTZ rate card is in the tentative stage at this writing. Contracts will be for 13 week periods. Starting programs will be largely commercial and live, with a minimum of motion pictures. Also included will be time breaks and weather reports.

Gimbel Brothers department store has already decided to split its 30 minutes into quarter hour periods. One will include display of store merchandise and second will be kiddies show directed by Wayne Cody, who airs children's show for store on WIP as Uncle WIP. In view of the AFM ban, programs will use both student musicians and transcriptions.

Emerson Adds

EMERSON DRUG Co., Baltimore (Bromo Seltzer), is adding 10 more markets to its spot announcement campaign. Agency is BBDO, New York.

ATTENDING MEETING of the Radio Council of St. Louis April 4, Edward R. Murrow, newly appointed CBS vice president in charge of public affairs, meets other CBS executives (l to r): Howard Meighan, CBS director of station administration; Mrs. George Gellhorn, president of the Radio Council; Mr. Murrow; H. Leslie Atlass, CBS vice president in charge of Central Division, and Wendell Campbell, general manager of KMOX St. Louis.

NAB Letter to CPA Asks for Exemptions In View of 1,100 New Stations Expected

WITH FCC estimating it will have granted about 1,100 new stations by the end of 1946, the NAB has asked Civilian Production Administration to ease its Order No. 1 which restricts new construction in favor of veterans housing.

In a letter to CPA Administrator John D. Small, NAB asks that radio stations be granted $15,000 exemption for structures under the order and that projects exceeding $15,000 be passed on by the CPA Washington office instead of the 71 district branches.

The letter, signed by Robert T. Bartley, director, NAB Dept. of Government Relations, points out that all station grants result from an FCC finding that they will serve the public interest. NAB contends the broadcast policy of CPA should be determined upon a national basis to permit uniform decisions and interpretations.

Dollar measure of limitations on new construction is particularly hard on broadcasting projects, it is stated, because the cost of engineering and architectural services is much higher for radio facilities than for the usual run of small buildings. Need for acoustical efficiency is especially urgent in the case of FM studios, the letter says, pointing out that a false start by the FM industry would require years to overcome.

Predicts 20,000 Job Opportunities

NAB foresees 20,000 new job opportunities in the FM expansion program, with FM program service stimulating a tremendous demand for new FM receivers. Thus the jobs of veterans engaged in making, distributing, installing and servicing equipment and receivers are affected.

Study of 206 FM applications shows that 132 plan to spend less than $10,000 for construction or acquisition of buildings; 33 will spend $10,000-$15,000; 19 will spend $15,000-$20,000; 13 will spend $20,000-$30,000; 5 will spend $30,000-$50,000; 2 will spend $70,000; 1 will spend $131,875; 1 will spend $150,000.

Analysis of 390 FCC station applications shows that slightly more than one-fifth of overall expenditures will be devoted to building and construction. Most of that construction can go ahead if stations are given $15,000 exemption, the NAB letter says. The resulting nationwide market is necessary if manufacturers are to interest themselves in mass production of receivers.

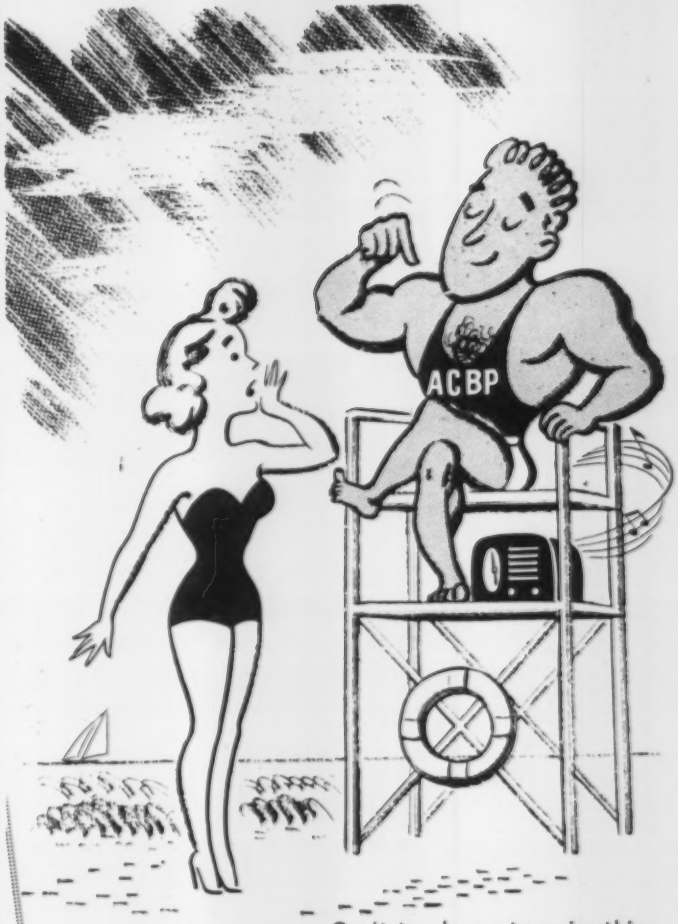
NAB observes that the broadcasting industry is actively supporting campaigns for veterans rehabilitation, homes for veterans, and all related issues. Programs and announcements continually stress the need for cooperation and inform the public on ways of helping veterans. This campaign is broadcasting's No. 1 endeavor at present, the letter emphasizes.

Minor revision of CPA's order, involving a negligible amount of materials, stands between employment opportunities for thousands of veterans at new stations, and additional thousands in related activities, according to NAB. Several thousand veterans desire radio and television employment, according to military surveys, and broadcasters generally give job preference to veterans. NAB reminds CPA that 25% of its personnel served in the armed forces.

Even complete exemption of radio station construction from the order would involve only a negligible amount of materials, the letter explains.

Truman Rates 16.8

PRESIDENT TRUMAN got a Hooper rating of 15.8 on his address at Hyde Park April 12 in commemoration of the death of President Roosevelt, according to a survey made for CBS by C. E. Hooper Inc. The President was heard by 7,840,000 adult listeners.



Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

NEW JERSEY'S ONLY AMERICAN BROADCASTING COMPANY STATION

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

THE FRIENDLY GROUP

WSTV WJPA WFPG WKNY

WFPG

ATLANTIC CITY

ABC NETWORK

THE PUBLIC SPEAKS...

Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for *the audience television must create for itself*. Impartial observers well-known in the fields of research and psychology attended the survey session. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair." Here's what the public says:

...GREATLY PREFERS COLOR, AND HERE'S THE EVIDENCE:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

	NON-SET OWNERS	SET OWNERS
For color	"Beautiful"	"Beautiful"
	"Brilliant"	"Brilliant"
	"Exciting"	"Exciting"
	"Clear"	"Magnificent"
	"Magnificent"	"Easy to see"

	NON-SET OWNERS	SET OWNERS
For black-and-white	"Acceptable"	"Acceptable"
	"Passable"	"Passable"
	"Drab"	"Tame"
	"Dull"	"Drab"
	"Tame"	"Dull"

- Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."

- Only 1 out of 4 non-set owners and the same percentage of set owners agreed with the statement, "I would rather have a 16x22 inch picture in black-and-white than an 8 x 10 inch picture in color."

overwhelmingly picks color television

- Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."
- Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the statement, "I would be completely satisfied with the quality of black-and-white television if I could get a larger picture."

. . . WOULD PAY MUCH MORE FOR COLOR, AND HERE'S THE EVIDENCE:

The question asked: "...if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8x10 inches...or a color picture the same size...?"

The median answer of non-set owners was 49% more for color. The answer of set owners was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

. . . WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Those who did not already own television sets were asked: "What is the longest time you would wait for color after black-and-white sets are on the market?" 7 out of 10 gave replies ranging from one year to "indefinitely."

LET US SEND YOU A COPY OF THE STUDY. Its findings are of vital interest to everyone in any way responsible for planning his organization's investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Ave., N.Y. 22, N.Y.

COLUMBIA BROADCASTING SYSTEM

NAB Board Faces Critical Agenda

Association Must Deal With Program, AFM, Time Problems

NAB Board of Directors, meeting in Washington May 6-8 for the first time in four months, faces an agenda of critical industry problems topped by the FCC's programming ventures, music negotiations, daylight saving time headache and the curtailment of construction activities.

To meet the growing list of industry issues the trade association is equipped with a stronger staff and 80 new members, acquired since the last meeting in Los Angeles Jan. 3-4.

Free discussion of broadcasting's numerous crises during the NAB district meetings has brought into the open some of the more troublesome problems with the result that industry cohesion is at the highest point in many years.

Stewardship of President Justin Miller and Executive Vice President A. D. Willard Jr. since assumption of their duties Oct. 1 has been concentrated on industry unity. Even on such issues as music they have kept industry elements with widely varying views in a state of harmony. Their work will be reviewed by the board.

Preliminary plans for the NAB convention Oct. 21-24 will be considered. Legislative situation will be scanned and the board will discuss preliminary reports on the radio clinic conducted by Joskes, San Antonio department store.

President Miller will report to the board on the NAB's role in meeting FCC's "blue book" campaign. He has taken a belligerent stand against the document at district meetings and has insisted that the Commission excursion into programming must be fought right up to the Supreme Court.

Let's Talk This Over

Classic example of President Miller's let's-talk-this-over technique has been his handling of the music situation. Starting with preliminary discussions among industry groups last autumn, he has contacted broadcasters all over the nation at various district meetings and in several other conferences.

At first the idea of talking on a man-to-man level with James C. Petrillo, AFM president, was viewed skeptically in many quarters. Now that conversations with the music czar are being held in New York some of the skeptics have conceded that the tactics may work better than the rougher procedure of past years.

The board will have a chance to study progress of the music conversations, which are approaching a stage where appointment of a permanent joint committee impends. This committee would meet regularly and attempt to settle differences before they reach the pitched-battle stage.

Effect of the anti-Petrillo law enacted last week on the industry's position in these conversations will be considered by the board. While the talks can only decide broad policy matters, with actual negotiations taking place between stations and AFM locals, they can have an important effect on the contracts that come out of each locality.

Approval of Time Shift

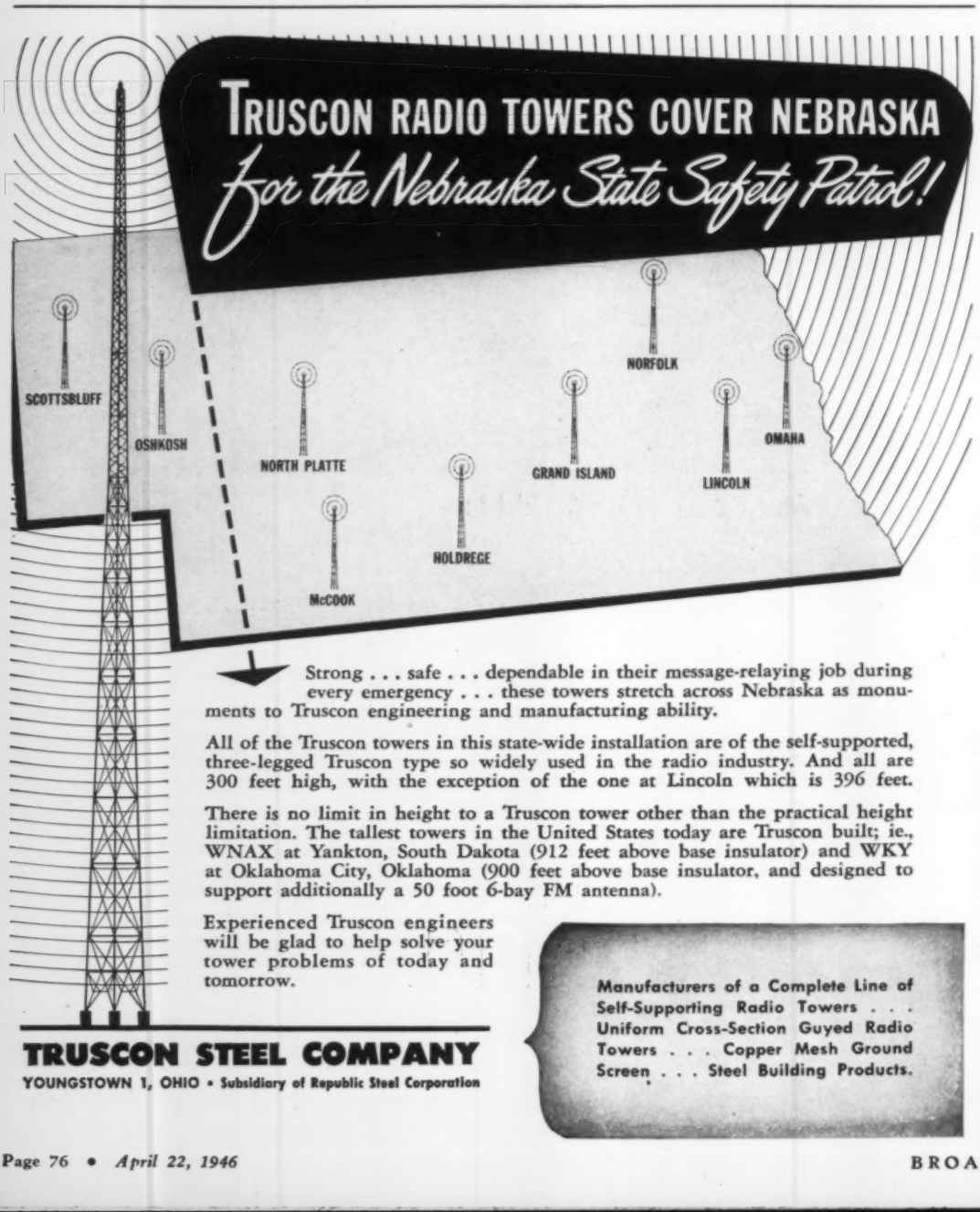
Approach of the pre-war daylight time shift this month confronts the NAB board with a problem difficult to handle. The association has contacted governmental agencies from the White House down but has found little encouragement in its campaign to bring the nation to uniform time. President Truman has indicated he would sign a uniform time bill if passed by Congress but apparently is unwilling to use his remaining wartime authority to proclaim it. A long campaign on behalf of legislation is necessary. Many NAB districts called for an anti-daylight time campaign but results have been meagre.

NAB has taken an active interest in the FCC's proposed regulations covering station sales. Its position was presented to the FCC in a brief [BROADCASTING, March 18] and at the Commission's hearing last Wednesday (see separate story). The board will review this problem and effect of the regulations on station transfers.

Again before the board will be the proposal to set up a program department within the NAB. Project has been discussed at the last three board meetings, but no action has been taken. The department will be an important NAB agency, if present plans go through. It will be designed to raise the level of programming all through the industry, serve as a clearing house for ideas and problems, and improve public service activities.

Integrated With Research

The department would be integrated with the Research Dept., which plans to go into greatly expanded activities. Dr. Kenneth H. Baker, new department head, has outlined new techniques and surveys which will tap entirely new



Strong . . . safe . . . dependable in their message-relaying job during every emergency . . . these towers stretch across Nebraska as monuments to Truscon engineering and manufacturing ability.

All of the Truscon towers in this state-wide installation are of the self-supported, three-legged Truscon type so widely used in the radio industry. And all are 300 feet high, with the exception of the one at Lincoln which is 396 feet.

There is no limit in height to a Truscon tower other than the practical height limitation. The tallest towers in the United States today are Truscon built; ie., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).

Experienced Truscon engineers will be glad to help solve your tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

phases of audience and program analysis. Present audience knowledge is conceded to be inadequate and Dr. Baker will try to bring broadcasters a searching insight into the types of people they serve and the way they react to this service.

Appointment of a new Freedom of Radio Committee, announced last week by President Miller, will be considered by the board. The committee is to meet with a similar committee from the American Society of Newspaper Editors in a joint campaign to preserve freedom of news.

On the NAB committee are President Miller, chairman; Harold Hough, WBAP Fort Worth for clear channel stations; Henry P. Johnston, WSGN Birmingham, for regionals; Eugene Carr, WPAY Portsmouth, O., for locals; James W. Woodruff Jr., WRBL Columbus, Ga., for small market stations; Mark Woods, ABC; Frank Stanton CBS; Edgar Kobak, MBS; Niles Trammell, NBC.

Two NAB departments not yet completely staffed are Employe-Employer Relations and Public Relations. Milton J. Kibler and Ivar H. Peterson are assistant directors of the Employe-Employer unit and have developed a broad field of labor relations analysis. Whether a department head will be named has not been determined, since the present setup is highly regarded in industry quarters.

The Public Relations Dept. will come under board scrutiny, since it is understood Edward M. Kirby, public relations counsellor, plans to retire from the post in mid-May. Willard D. Egolf, former department head who has been serving as special counsel, is leaving to resume practice of law and H. Bruce Starkey, of the department, also is planning to leave NAB.

Charles A. Batson joined NAB last month as director of information and Ben Miller, recently a captain in charge of the Radio Branch, Army Services Group, has joined the department.

Head of the Legal Dept. is Don Petty, who took the post at the first of the year.

The board will review work of the Dept. of Broadcast Advertising, which has been expanded since President Miller took over last year and the FM Dept.

A problem to come before the board is recommendation of the 4th District at its April 11-12 meeting that NAB employes should not be permitted after Jan. 1, 1947, to apply for or own an interest in a station.

Fire at WOR

FIRE INTERRUPTED April 12 broadcast of "The Better Half," participation show on WOR New York, 4-4:30 p.m., when some rags became ignited in backstage room of Guild Theater. Studio audience filed out at 4:15. Regular program schedule resumed after 4:30 p.m. Little damage was done.

In The Public Service

School Programs

TO TRAIN students in radio and contribute to the development of education by radio, WBIG Greensboro, N. C. offers its facilities to "all schools," from grammar grades through colleges, writes Margaret Banks, WBIG music director, in the *Service Bulletin* of the Federal Radio Education Committee. In one school year, she said, 7,000 school children appeared over WBIG. Colleges and universities use the facilities for programs ranging from concerts to spot announcements; and weekly 15-minute programs by two Negro schools, the State's A. & T. College and Bennett College, were seen as contributing to sounder inter-racial relations. WBIG engineers also have trained Bennett students as control operators, fitting them for employment in stations throughout the U. S.

WAYS Civic Promotion

WITH Charlotte, N. C., in midst of public-selling campaign for such efforts as bond drive, funds for public civic improvements, facilities of WAYS are being used daily by the campaign publicity committee, of which J. B. Clark, WAYS promotion manager, is in charge of radio publicity.

* * *

KILO Finds the Answer

AS A RESULT of KILO Grand Forks, N. D., promotion, 300 veterans have found homes, and Grand Forks no longer has a housing problem. Sunday, April 7, in cooperation with the Junior Chamber of Commerce, KILO put on a two hour broadcast featuring pleas by returned veterans for homes. In addition, Mayor Boe declared a six months housing emergency. With a battery of five telephones on the stage of a local theater, KILO began receiving calls from homeowners. The response was stimulated by the station's offer of one pair of nylon hose for every room, two pair for every apartment, plus additional gifts of electric irons, blankets, etc.

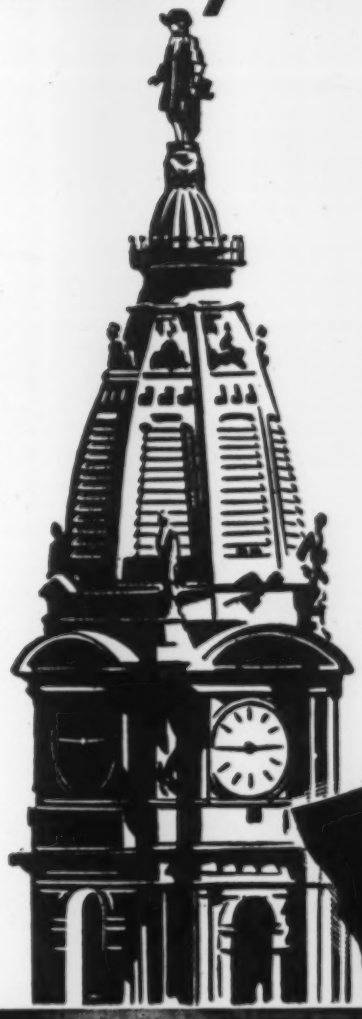
* * *

Aids Vaccination Drive

HEIGHT of recent drive by local authorities urging all residents who had not been vaccinated for small pox within three years to be re-immunized, found full utilization of KXOA Sacramento, Calif., facilities. Daily broadcasts over KXOA cautioned citizens of dangers of the disease which was taking form of an epidemic and was cause of county-wide campaign. As result of broadcasts and newspaper accounts, nearly four thousand persons responded at City General Clinic and many more to private physicians. Dr. Albert Zipf, Sacramento city and county health officer, publicly praised KXOA.

Every 60 minutes

... in Philadelphia



WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
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"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
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BRADEN ENGINEERING CO.
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Phone—Kenmore 6233

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D .C. Res.—Alex. 6957

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
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GRETHER
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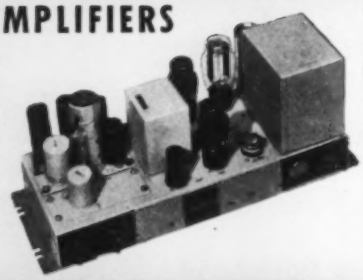
Worthy of an Engineer's Careful Consideration
THE 108 SERIES AMPLIFIERS
The 108 Series Amplifiers consist of Types A, B, C and D. The "A" is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm input; the "B" is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the "C" is a combination of the "A" and the "B"; and the "D" supplies two high-gain input stages as described for the 108-B.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23
SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

TECHNICAL

ENGINEERING representatives of subsidiary companies of the RCA International Division have completed a four weeks' tour of RCA Victor plants in northeastern U. S. and Canada inspecting new types of RCA communication and broadcast transmitter at installations at Moorestown, N. J., Rocky Point, L. I., Montreal, Canada. RCA electron microscope and RCA Victor's latest television developments were demonstrated at Camden, N. J., and in Philadelphia group visited terminals of the new RCA-Western Union experimental microwave relay system. RCA officials who addressed engineers included: **EDWIN N. CLARK**, managing director, RCA International Division; **FRANK M. FOLSOM**, executive vice president in charge of RCA Victor Division; **THOMAS H. MITCHELL**, vice president in charge of RCA Communications, and **CHARLES J. PANNILL**, president of Radiomarine Corp. of America.

GINO MONACO, discharged after 39 months in the armed forces, resumes duties as chief engineer of WJPF Herrin, Ill.

TED SUWALSKI and **HERB MICHELSTEIN**, after service with the armed forces, have returned to the engineering staff of WNEW New York.

CHARLES F. KNOBLAUCH has been named superintendent of operations of the Clearing, Ill., plant of Hallicrafters Co., Chicago. He assumes supervision over entire plant, which contains electronic equipment of the War Assets Administration. Previously he served as production manager for SCR-299, mobile Army Signal Corps communication unit made by firm.

PERRY H. HUFFMAN returns to the KYW Philadelphia transmitter staff after service as a major in the Army.

JOHN HENNINGER, chief engineer of WIBG Philadelphia, is suffering an attack of measles.

BRYAN FUHRMAN of the KGO San Francisco engineering staff, and **ETHEL BELL**, NBC Hollywood writer, are to be married May 5.

DR. GEORGE MAYORAL, formerly of the NBC Development Engineering Dept., has resigned to join Supreme Broadcasting System Inc., New Orleans, as vice president in charge of engineering and research.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, has begun publication monthly of Weston Engineering Notes, to provide engineering information for users of electrical indicating instruments. Editor is **JOHN PARKER.**

VINCE VANDERHEIDEN, WIBA Madison, Wis., engineer, is the father of a girl.

LEW (Bonny) FOX is new addition to the technical staff of CKNW New Westminster, B. C., switching from CKEY Toronto.

WARTIME service record of this Type 298-A Western Electric amplifier, held by Suzanne Pulliam, continuity writer at WRVA Richmond, Va., is related by WRVA Chief Engineer Dave Wood (r) and Ted Chezik, chief operator. Typical of those used in WRVA's 50,000 w transmitter, the tube has been in operation for 40,000 hours. Plant is on James River, 15 miles below Richmond.

Spot Sales Rate Cards Simplify Information

NEW RATE cards, said to be more simplified and informative than those formerly in use, have been issued by each of the nine stations and three regional networks represented by Radio Sales, spot broadcasting division of CBS.

Cards incorporate changes recommended by the NAB after the suggestion of American Association of Advertising Agencies. Cards list rates after deduction of all earned discounts. All rates, as well as information on station facilities, services and copy restrictions, are included in each card. Stations and regional networks are: WABC WBBM KNX WEEI KMOX WTOP WCCO WBT WAPI, Pacific Network, New England Network and the California Network.

Contributors Get Book

INITIAL copies of KMBC's documentary book *First Quarter-Century of American Broadcasting*, when available later in the year, will be presented to some 300 contributing broadcasters in the order in which they submitted historical data for the record. Authored by E. P. J. Shurick, KMBC director of advertising and promotion, the book will be distributed to the broadcasters who contributed their station's history "firsts" and examples of service in the public interest, convenience and necessity" with the "compliments of KMBC Kansas City," which this month celebrates its own Silver Anniversary.

WFIL Philadelphia has appointed Benjamin Eshleman Agency, Philadelphia, to handle advertising.

TOO LATE

Tragedy Enters WOMT
—Telephone Quiz—

ON A telephone quiz over WOMT Manitowoc, Wis., Announcer Frank Pollack dialed a listener's number in his usual routine of giving cash for the repetition of his sponsor's slogan.

A youngster answering the call said his mother had died an hour before. The son also told him the program *Do You Know the Answer* was one of his mother's favorites. Mr. Pollack immediately cancelled the remaining calls and forwarded that day's cash total to the deceased woman's family with WOMT's respects. Krovely's Dairy, Manitowoc is sponsor.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
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LABS: GREAT NOTCH, N. J.
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Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

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GLENN D. GILLETT
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Consulting Radio Engineers
Specializing in Broadcast and
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Earle Building, Washington 4, D. C.
Telephone NAtional 7757

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CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
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CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • DIstrict 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEER
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
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HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

LENT and POAST
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WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

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NATIONAL 7161

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Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
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College Park, Md.

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328 Bond Bldg. REpublic 2151
Washington, D. C.

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1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

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Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

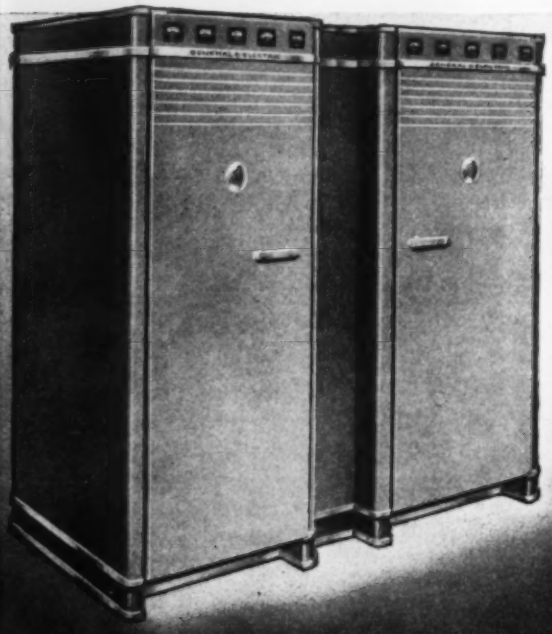
RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
631 Pennsylvania Ave. N.W.
Washington 1, D. C.
Executive 3960

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A M M
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

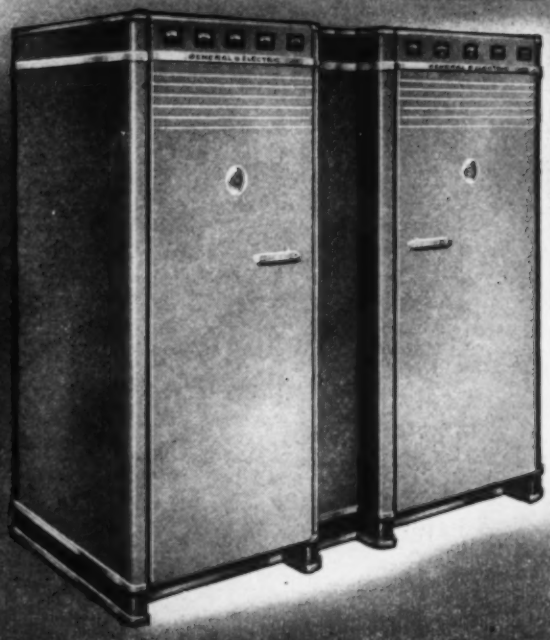
SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

BIG VOICES *for*



G-E 1 KW
FM BROADCAST TRANSMITTER

G-E 3 KW
FM BROADCAST TRANSMITTER



The new G-E 1-kw and 3-kw transmitters, like all G-E FM broadcast transmitters, are designed with the simple all-electronic modulation system that uses only 10 receiving-type tubes to reach output frequency. The heart of this system is the G-E Phasitron. This tube, with its wide phase shift, allows a frequency multiplication of only 432 to produce a ± 75-kc swing at the output frequency. Frequency conversions are unnecessary, thereby eliminating spurious responses. Important, too, is direct single-crystal control—independent of modulation.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

180-E4-6914

FIRST AND GREATEST NAME IN ELECTRONICS

with two remarkable new FM transmitters

Built to give you important new advantages and features—including the revolutionary G-E PHASITRON MODULATOR—General Electric's new 1-kilowatt and 3-kilowatt transmitters are part of a complete line of FM broadcast transmitters from 250 watts to 50 kilowatts.

CHECK THESE FEATURES!

● *Phasitron Modulator*

Most important broadcasting development since the introduction of crystal control.

More than meets all FCC requirements.

Used in all G-E FM broadcast transmitters.

● *Simple Design*

Only 9 r-f circuits and 10 r-f tubes from crystal to output frequency.

Direct crystal control with *one* crystal.

Minimum number of components and controls.

● *Easy-To-Get-At*

Vertical chassis construction.

Full-length front and rear doors.

Plenty of room to work in.

● *Lower Price*

. . . .

For full information on these new transmitters and the complete line of G-E FM broadcast equipment, call your G-E broadcast sales engineer now, or write today to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

Have you placed your order yet?

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

★ *Station Owners—Managers:*

Efficiency Goes UP

with every

LINGO VERTICAL TUBULAR STEEL RADIATOR

Lingo Gives You the Extra* Performance You Need to Meet Your Keen Competition

Take a tip from scores of other alert stations and specify a Lingo Radiator and be sure of peak performance at minimum of cost. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

Advice Without Obligation

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.

Est. 1897 Camden, New Jersey

PROGRAMS

ABSENT from the air for four years because of the war and transportation difficulties, annual WHIO Dayton, Ohio, spelling bee has been resumed. Originated by J. Leonard Reinsch, presently radio advisor to President Truman and director of Cox radio stations, this year's prizes for students include a portable radio, a set of the World Book Encyclopedia, a silver cup and gold, silver and bronze meals.

Relief Presentation

PRESENTATION of a check for $8,265, representing donations by listeners of KNOX Knoxville, Tenn., was featured in a special 15-minute program to a relief committee for the benefit of the widows and orphans of 25 men killed in a mine disaster Dec. 26, 1945, near Pineville, Ky. Also featured on program was presentation of a scholarship by Marvin Topping, of Union College, Barbourville, Ky., to first orphan qualifying.

WCAO Veterans' Aid

NEW WACO Baltimore sustaining program titled "Mission Completed—Ready for Orders," designed to obtain positions for returning veterans in the industrial field, started April 14, 12:30-1 p.m. New six-weekly program, "For You, Mr. Farmer," heard 6-6:15 p.m., gives information on care of livestock and quotes latest market prices.

Program Is Honored

SPECIAL AWARD was presented April 20 by Baby Talk Magazine to NBC "Home Is What You Make It," commending program as one of outstanding radio dramas on the air, with special interest for expectant mothers and mothers of small children. Scroll was presented to Jane Tiffany Wagner, supervisor of the NBC University of the Air series on homemaking, by George Garland, editor of the magazine.

Atomic Developments

SERIES titled "Atom Bomb Lab. Reports," designed to enlighten the public on atomic energy developments, is currently heard on KOB Albuquerque, N. M., Tuesday evenings. Written and produced by the Los Alamos Scientists Assn., program is aired direct from Los Alamos where initial bomb was perfected.

KVOR Veterans Program

TITLED "The Veteran Starts a Business," quarter-hour series started by KVOR Colorado Springs, Col., is presented in cooperation with local Veterans Administration office. Veterans who planned their business future while overseas are interviewed. Dramatic episodes are included.

Song Promotion

DESIGNED to boost amateur song writers, weekly quarter-hour series is being conducted on WWSW Pittsburgh by United Music Club. Each program three songs are given professional airing. Harry Walton and Johnny Mitchell provide accompaniment for local vocalists.

Veteran Interviews

INTERVIEWS with returned servicemen, conducted alternately by two veterans, is broadcast twice weekly by WNOE New Orleans. Problems presented are analyzed by board of experts.

High School Forum

SERIES of discussion programs has been started by WFEA Manchester, N. H., titled "Poll of Current Events.' Pupils of city's public and parochial high schools discuss current events.

Chicago Features

CITY personalities are interviewed and life in Chicago surveyed on new WCFL Chicago program, "Covering Chicago," conducted Mon.-Fri. 7:45-8 p.m. by Capt. Jack Odell, AAF pilot.

Broadcasts Ceremonies

UNIVERSITY of North Carolina sesquicentennial exercises were broadcast April 13 by WBT Charlotte, 2-3:30 p.m.

CBC School Services

SPECIAL SCHOOL programs are being aired by CBC International Service from Montreal for school children in France, Luxembourg, Greece, Poland, Czechoslovakia. Programs are recorded in Montreal in the native languages for broadcast in Europe from local stations. In series of 13 quarter hours, programs include "Great Medical Discoveries," "Adventures In Science," "Science at Work," "Social Geography," "Science of Plants." Some 520 programs are planned.

YMCA Project

A YOUTH participation program, "Youth Discusses," is being aired weekly on the CBC Dominion network from Hamilton, Ont., originating at CHML. Series is project of Hamilton YMCA and discusses the many complex problems facing young people all over Canada today. Topics include health, delinquency, jobs, sex, crime and punishment.

Saturday Youth Show

TENN-AGERS in Canada from Vancouver to Halifax will have new Saturday morning CBC Trans-Canada network half-hour program, "Swing High," originating at CBL Toronto. Program is aired from Eaton Auditorium where a thousand teen-agers will be able to witness broadcast.

Stories Around the World

CHILDREN'S series started on KOMO Seattle on Tues. 4:15-4:30 p.m. period is "Spin the Globe," presented jointly by the Seattle Junior League and the Savings Bond Division of the U. S. Treasury Dept. Stories with music are built around fascinating countries.

Script to Library

COPY of script and recorded transcript of March 12 broadcast of "Baukhage Talking" on ABC are being presented to Hoover Library on War, Revolution and Peace at Stanford University. On this broadcast Mr. Baukhage described press conference held by Herbert Hoover on eve of his departure to survey European food situation.

CKEY Workshop

CKEY Toronto has opened a drama workshop to introduce new actors and to build up a backlog of talent for future Toronto radio productions. Programs will be aired Fri. 8 p.m., with producers of Toronto area permitted to test out talent of their own under actual broadcast conditions before permitting them to appear on a commercial production.

Firestone's Ad Policy Is Flayed by 'Record'

IN REPLY to request from C. B. Ryan, advertising manager of Firestone Tire & Rubber Co., Akron, that the *Philadelphia Record* use the term "Voice of Firestone" in program listings, Harry T. Saylor, editor of the *Record*, gave forth with a loud "No."

"If advertisers feel that their trade-names should be emphasized in connection with radio programs," Mr. Saylor wrote, "there is a very simple way for them to do it: To buy advertising space on the radio page. A very large number of them do that in the *Record*." Letter was signed, "Yours in opposition to free rides."

Writers Selected

SELECTION of radio writers for first 13 weeks are complete for Lou Cowan-Radio Writers Guild series which is being considered by two advertising agencies for possible sponsorship. Writers are: Eric Barnouw, Abe Burrows, Norman Corwin, Paul Franklin, Julian Funt, Peter Lyon, Sam Moore, Carlton Morse, Robert Newman, Arch Oboler, Jay Sommers, Sandra Michael, Gertrude Berg, Don Quinn. In addition four comedy writers asked to collaborate with some of the above in development of comedy shows are: Eddie Davis, Jack Harvey, Harvey Helm, Charles Isaacs. In second 13 week cycle writers include: Carl Bixby, True Boardman, Milton Geiger, Pauline Hopkins, Milton Lewis, Lou Scofield, Ashmead Scott, Robert Tallman, Kenneth Webb, Elaine Carrington, Harry Herrmann.

Here is an Open-End TRANSCRIBED "Outdoors" Program that has EVERYTHING!

Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen
***Outdoor Life**

- **A READY MADE AUDIENCE NUMBERING 20,000,000**

  Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . *and who spend* **FOUR BILLION DOLLARS ANNUALLY** *for equipment and supplies.*

  In addition . . . these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts — in fact, EVERYONE who enjoys life in the open!

- **POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL**

  Amazing oddities and fascinating facts about life in the open — told in friendly, non-technical, "down-to-earth" language — make **Outdoor Life Time** popular entertainment for *every member of the family!*

- **PUBLIC SERVICE PRESTIGE**

  Following the long-established Editorial Policy of "Outdoor Life" magazine, **Outdoor Life Time** is produced in the interests of *GOOD SPORTSMANSHIP* . . . and dedicated to the *CONSERVATION* of our country's great natural and wildlife resources.

- **"MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION**

  Sure-fire "mail-pulling" contests — as well as potent point-of-sale promotion pieces — unique in transcribed radio — are available as optional services with **Outdoor Life Time.**

- **EXPERTLY PRODUCED**

  Ray Brown — editor of "Outdoor Life" magazine, popular author and sportsman, introduces his famous editorial staff in his role as host of **Outdoor Life Time.**

***Outdoor Life Magazine is read by 1,500,000 sportsmen every month and known to millions more!**

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NBC in WICHITA

KANSAS' No. 1 Market

Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco : Los Angeles

AFRA Lobby

(*Continued from page 36*)

the vast majority of radio personnel in America, again oftentimes either as able or more able than the charmed circle characters, and the wages they are receiving are sinful by comparison. I was offered a job in North Carolina as program director and announcer at a fairly large station.

The proffered salary for this job, which would require from 50 to 60 hours work a week, including more air work than any 10 artists in the New York local of AFRA are doing, and in addition including planning of schedules, creation of shows, writing, and production—the salary for this job is *$55 per week!* Of course in most of these instances, they offer you "added income from commercials," but there is never any set basis for such income, and only when some good-natured local advertiser can be prevailed upon to pay an extra five or ten bucks a week to the man who does a 15-minute or half-hour *across the board* for him, is such a fee paid.

Fair Break

So there's my gripe. Make it more attractive for qualified people to work in out-of-town radio—see that they get a fair break, AFRA—get to work and expend some of that powerful energy in setting up a square deal for ALL the radio people in America. Then your precious big-money markets in New York, Chicago, and Hollywood will not be so overcrowed by the bourgeois that make life so uncomfortable for the employed and the employers. Then it will be easier to see that all the able persons remaining in these markets get their share.

I wish AFRA would wake up. They think they speak for the radio artists of America. I only wish it were possible for all these for whom they do *not* speak to make a concerted sound together. The mighty roar would drown out AFRA's high-income squeal a thousand times over.

I hope President Truman doesn't care that Bob Hope and Bing Crosby and Lawrence Tibbett and Dinah Shore and Frank Sinatra feel badly about the Lea-Vandenberg bill. I wish he would ask Joe Blow, who announces for a thousand-watt station out in the sticks somewhere, what he thinks. Joe could probably get a five-dollar-a-week raise if his station manager didn't have to hire union musicians at fancy prices, who are both incapable and unnecessary to the operation of his station.

Sign my name to a telegram to veto the Lea bill? That's a laugh. Sign my name as Number One on a petition to AFRA to mind its own business, and to get busy and realize what and where that business lies.

Circus Wedding

PARLEY BAER, former Army Air Forces captain and program manager of KSL Salt Lake City, gained world prominence and a wife on April 9. He married Ernestine Clarke, bareback-riding ballerina of Ringling Brothers and Barnum & Bailey Circus at the Little Church Around the Corner in New York. The ceremony was performed in time for the bride to appear in the ring for the matinee performance in Madison Square Garden. It marked the first time in five generations that a member of the famed Clarke family had married outside the circus.

KGER Changes

WITH remodelling of building to include eight new executive offices, large client audition room and studio improvements, C. Merwin Dobyns, owner-manager of KGER Long Beach, Calif., has announced staff re-alignments and additions. Jay Tapp, chief engineer, has been elevated to operations manager; Tom Hotchkiss, released from Maritime Service, has been made production manager; Richard Barr, formerly of WINX Washington, is news editor; Al Goodwin, formerly of WBBM Chicago, and Earl Rutledge, formerly of WIBC Indianapolis, have been made KGER account executives. Hal Shideler, formerly of WIBC is sports editor; Vincent Alexander, discharged from Army as lieutenant after more than two years service, has returned to KGER as announcer; Lee Wynn, headquartered in Los Angeles offices, continues as station commercial manager.

Radio Artists Dance

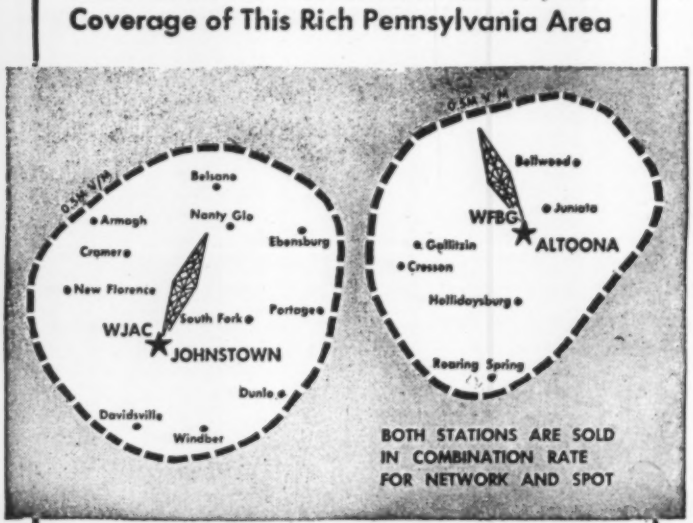
ASSOCIATION of Canadian Radio Artists May 7 is holding its annual formal dance at King Edward Hotel, Toronto, when Miss Radio 1946 will be crowned. Among speakers at dance will be Harry Sedgwick, CFRB Toronto, and chairman of the board of Canadian Association of Broadcasters; Davidson Dunton, chairman of board of governors, Canadian Broadcasting Corp.; Dr. J. J. McCann, chairman of Parliamentary Committee on Radio Broadcasting; Mayor Robert Saunders of Toronto, and Ontario Premier Col. George Drew.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

An All-Time Favorite

GREEN EYES

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(Continued from page 15)

sembles a conventional control desk. At either side is a scanner on which copy is placed in similar letter-size sheets. Central panel contains two monitors. Receivers demonstrated by RI were on the home type, one an individual facsimile unit, the other a combination sound and facsimile receiver. Both RI receiving units contain 400-foot rolls of paper, enough for 24 hours continuous operation. Such a roll, Mr. Hogan said, will be purchasable for about $1 or 20 pages of copy for a nickle, when it gets into quantity production.

Both Mr. Hogan and Capt. Finch emphasized the point that facsimile sets for the public will not be available for some time, possibly late in 1947, Mr. Hogan said. Before there is any general manufacture of facsimile equipment, they pointed out, standards must be set so that all makes of receivers will be able to receive the signals of all types of transmitters, an FCC requirement for all types of broadcasting.

Standards have already been approved by the Facsimile Standards Committee of the Radio Manufacturers Assn., of which Capt. Finch is chairman. When the full RMA standards committee has given its approval, the proposed standards will be sent to the Radio Technical Planning Board panel on facsimile, of which Mr. Hogan is chairman. Once past this group, which includes representatives of other interested organizations as well as manufacturers, the proposed standards will go to the FCC-Industry Joint Committee on Facsimile, which in turn will present its findings to the commission for final adoption, which may come by late summer, Capt. Finch predicted.

BFA Organized

Development of the RI facsimile system so soon after the end of the war was due largely, Mr. Hogan reported, to the cooperation of a group of about 20 leading broadcasters and newspapers who organized the "Broadcasters Faximile Analysis." Headed by Theodore C. Streibert, president of WOR New York, which first experimented with facsimile transmission in 1926, BFA concerned itself not only with the final development of models suitable for manufacture, but also with copy size, speed, and the standards of fidelity essential for giving an acceptable service to the public. BFA was organized in the fall of 1944, but intensive work did not get under way until after V-J Day, Mr. Hogan said.

TRANSMITTING equipment for facsimile demonstrated at Radio Inventions Inc. plant is inspected by Ewell K. Jett, FCC commissioner (l), and Theodore C. Streibert, president, WOR New York.

BFA members are: WOR New York, WCAE Pittsburgh, WOL Washington, WINX Washington (*Washington Post*), WWL New Orleans, WGN Chicago (*Chicago Tribune*, WNBH New Bedford (*Standard Times*), WDRC Hartford, WHK Cleveland (*Cleveland Plain Dealer*), KMBC Kansas City, *Toronto Globe and Mail* (FM applicant), WQXR New York (*New York Times*), WABC New York, *Boston Globe*, KXOK St. Louis (*St. Louis Star-Times*), WABF New York, KYW Philadelphia, WOKO Albany, WFIL Philadelphia (*Philadelphia Inquirer*), and Faximile Inc. (RI subsidiary).

Some 60 representatives of this group met in New York April 10 to see a demonstration of the equipment, which they agreed performed up to their specifications. An executive committee comprising Mr. Streibert, chairman; Wayne Coy, WINX; C. William Lang, WGN; Roger W. Clipp, WFIL, was appointed to consider future policy.

BFA members will get the first transmitters made by General Electric Co. from the RI models, Mr. Hogan said, with each also receiving a number of receiving units. Members will then begin program experimentation, much of which is already in the planning stage, he said, with the goal of being ready to present an attractive program service by the time sets are generally available.

Estimates Costs

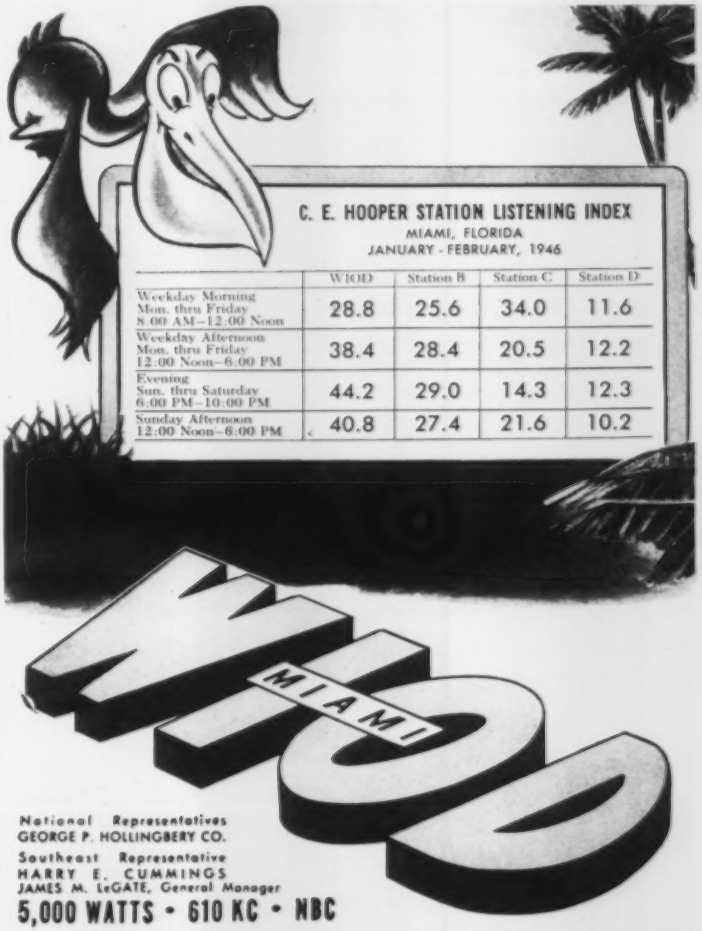
Mr. Hogan said that receiver manufacturers had estimated a combination sound and facsimile receiver will cost no more than a combination radio-phonograph, or from a low of about $60 to a high of possibly $600. The transmission equipment will run about $2,500, a GE spokesman estimated. Capt. Finch said that he can produce his high speed transmitter for about $2,000. Capt. Finch declined to estimate the cost of receivers. Transmitter prices do not include, of course, the cost of the broadcast transmitter.

Experiments in multiplexing—simultaneous transmission of sound and facsimile on a single radio carrier frequency—are under way in both the Finch and Hogan organizations, it was stated. Mr. Hogan explained, however, that standards would not be requested for multiplexing until the experiments have met the requirements that the facsimile signal does not impair the quality of the FM sound and that receivers designed for FM sound alone need not be equipped with filters to keep out interference from the facsimile signal.

Present FCC regulations, Mr. Hogan said, permit any FM broadcaster to experiment with facsimile broadcasting as long as he broadcasts the required six hours of daily sound programs. In Area 2, comprising all of the country except New England, the 106-108 mc channels can be used for facsimile broadcasting without any sound being required. In Area 1, this channel is presently reserved for community FM sound stations, he said, but it may subsequently be opened up for facsimile alone as in the rest of the country.

In addition to his other models, Capt. Finch also showed a small machine designed for vehicular use, which might be used on police or fire department cars, for example, or by broadcasters on out-of-studio locations, and a high definition machine, giving 200 lines to the inch instead of the 100 in the regular models. This latter, he said, might

(Continued on page 86)



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(*Continued from page 85*)

be used by police to transmit fingerprints or for other subjects where fine details are important.

Capt. Finch, who also is owner of WGFH New York, FM-facsimile station, said that as soon as he begins regular operations—held up pending the arrival of the remainder of his transmitting equipment—he plans to broadcast eight minutes of facsimile news at the beginning of each hour of broadcasting, which will otherwise be devoted to FM sound programs.

NEW HOME FAX receiver is inspected by Capt. W. G. H. Finch, USNR, president of Finch Telecommunications Inc. Receiver handles 500 words, or 44 square inches of picture material per minute.

Chicago Program Plans to Be Voted

FINAL PLANS to encourage production of new Chicago programs and to halt the exodus of network shows and talent to Hollywood and New York, will be voted on at the next meeting of Chicago Radio Management Club, April 24.

A report proposing three definite steps to be taken to effect the club's recently outlined "master plan," drafted by Holman Faust, vice president of Mitchell-Faust Adv., Chicago [BROADCASTING, March 11] was presented to members last Wednesday.

Report listed as suggestions to be adopted: That members pledge themselves to use personal influence, and as a group to incite new programs written and acted by Chicago talent; that a meeting of the executive heads of Chicago agencies in conjunction with radio executives be held with important Chicago advertisers in order to outline advantages of Chicago as an originating point.

Committee recommended that Mayor Edward J. Kelly be invited to preside at this proposed meeting.

When you buy CBS in California

-be sure you get

KERN

Bakersfield, California—

the heart of a naturally rich region

KERN IS THE NAME OF THE COUNTY—
KERN IS THE NAME OF THE STATION.
The two are synonymous in more ways than one for station KERN's primary coverage area is Kern County and Kern County depends upon station KERN as its most effective local radio station.

KERN—Established in 1931.
A McClatchy Broadcasting Company
BEELINE STATION.
1000 watts — 1410 kilocycles.
Columbia Broadcasting System.

VA Talks Given Approval of AFRA

National Headquarters Fails To Uphold St. Louis Local

VETERANS Administration speakers will continue to conduct weekly public service broadcasts on St. Louis stations and they will not join the American Federation of Radio Artists, it was learned last week.

Following protest to national VA headquarters in Washington that the St. Louis AFRA local had demanded that VA personnel cease broadcasting or join the union, AFRA national headquarters assured the Government last week that the VA programs could continue. The White House became interested following the protest and took the St. Louis ruling up with AFRA headquarters [BROADCASTING, April 15].

National AFRA officers assured Government officials that the union had no such rule requiring Government officials speaking to the people to join. Investigation revealed that representatives of the St. Louis local had informed Percy Dash, chief of the VA St. Louis contact services, that he could not speak on the air more than once a month without joining the union. Mr. Dash was being interviewed weekly on KMOX KWK KXOK and WIL and was scheduled to start another series on KSD when the AFRA local intervened.

* * *

Pursuant to BROADCASTING's April 15 report that the St. Louis AFRA local had asked the Veteran's Administration officials to join AFRA, the following letter was received by the editor:

"On Page 17, April 15th issue of BROADCASTING a most vicious untruthful article appears: 'JOIN' Says St. Louis AFRA to Officials On VA Program.

Months On Air

"The program referred to has been on the air for months without any interference from us and we have never demanded that the VA officials join AFRA. In fact we have never met or talked to any of the officials of the VA.

"This is the second libelous accusation against the St. Louis local of AFRA and we demand a retraction in the next issue of BROADCASTING. In the future may we suggest that you check the authenticity of a story before printing an article that is not only false but reflects unfavorably on organized labor.

"(signed) Nellie Booth
Executive Secretary
American Federation of
Radio Artists
St. Louis, Missouri."

April 15, 1946

On April 18 Joseph Brechner, radio director, Veterans Administration, Washington, apprised of Miss Booth's complaint, issued the following statement:

"Our St. Louis office advised us that Elmer Muschany, KXOK production manager, and Jerry Hoekstra, KMOX special events director, both questioned Cy Caspar, our radio man in the St. Louis Branch, concerning VA's Percy Gash, chief of our contact service in the St. Louis region, appearing on all local VA radio programs.

"They asked that Caspar check with AFRA's local executive secretary, Nellie Booth. According to our information, she stated the same VA personnel should not appear so frequently on VA programs, more often than once a month. Our St. Louis office stated this would require them to supply at least 16 different speakers each month and the number of such qualified personnel out there was limited.

"It was then that they appealed to us to attempt to get a clarification from the national AFRA organization. We took the matter up with Commdr. Joseph Miller, assistant to John R. Steelman, the White House labor adviser, since the matter affected all Government programs.

"We were later advised that the matter was purely a local one and that it was being settled. Our St. Louis people tell us the matter has been settled satisfactorily and that our programs are continuing."

MONITOR RECORDER, part of the scanning equipment in "Faximile System of Radio Printing," is pointed out by John V. L. Hogan, president of Radio Inventions.

Noma Buys Tartak

NOMA ELECTRIC CORP., New York, has purchased Oxford Tartak Radio Corp., Chicago, manufacturer of radio speakers, and has formed Oxford Radio Corp. as a wholly-owned subsidiary of Noma to carry on the business formerly conducted by Oxford Tartak. John A. Proctor, who was assistant to the president of Noma before serving as a colonel in the Army Air Forces Air Technical Service Command, has been elected president of Oxford. Robert Adams, formerly general manager of Oxford Tartak and Cinaudagraph Speakers Inc., is vice president and general manager. Joseph P. Wharton Jr., is treasurer and David E. Davis, is secretary and assistant treasurer.

FCC Hearing List Revision Released

Newest Calendar Includes Facilities Sought

APPROACHING its April-July calendar from a new angle, the FCC last week released a version showing not only the dates of hearings and docket numbers of cases involved, but also the frequencies requested and the places where the applicants operate or propose to operate.

The new version was corrected as of April 8, but Commission authorities said there were no changes of consequence from the hearings as scheduled in the original April-July calendar announced March 15 [BROADCASTING, March 18]. The changes in most cases involve drop-outs of individual applications resulting from voluntary withdrawals, decisions to seek other frequencies, etc.

Principal Changes

Principal changes otherwise include postponement of hearing on the renewal application of WBAL Baltimore to July 1-3 in Washington (originally scheduled April 15-17); Keystone Broadcasting Corp.'s application for a television station at Harrisburg, Pa., to May 16-17 in Harrisburg (first scheduled April 15-16); and television applications of Lancaster Television Corp. and WGAL Inc. at Lancaster, Pa., to May 20-21 (originally scheduled April 18-19). Two days after the new version was released, FCC announced that the Commission on its own motion had continued the Lancaster video hearings "without date until further order of the Commission."

'PRESSURE' OF WLS PROTESTED BY WCFL

WLS Chicago was charged by WCFL, American Federation of Labor station in Chicago, with "exerting pressure" on American Broadcasting Co. to drop *Breakfast Club* on the latter station, effective April 29.

WCFL, which has carried *Breakfast Club* as a sustaining feature since it began on ABC, claimed the program obtained a higher rating in the Chicago area on its frequency (10 kw on 1000 kc) than WLS which has carried only the commercially sponsored second half hour, 8:30-9 a.m. CST.

Maurice (Maury) Lynch, general manager of WCFL and executive secretary of the Chicago AFL, said both WLS and ABC had "apparently" forgotten the union's efforts to combat radio legislation both in Springfield, the Illinois capital, and in Washington, D. C.

WLS declined to comment on the matter other than to state that in its opinion the sponsors' (Philco, Swift) interests would not be "sufficiently protected" if *Breakfast Club* were presented on WLS as a sponsored program and sustaining on WCFL.

KWOS ASSIGNMENT APPROVED BY FCC

ASSIGNMENT of license of KWOS Jefferson City, Mo. by the Tribune Printing Co. to a new subsidiary corporation was approved by the FCC last Wednesday.

The assignment, designed to separate radio from newspaper interests, is to Capital Broadcasting Co. and involves no money. R. C. Goshorn is president and principal stockholder of both firms.

The station, operating with 250 w on 1240 kc fulltime, is affiliated with Mutual, Keystone and Mississippi networks.

Sealy Promotion

UNITED BEDDING Co. (Sealy Mattresses), Memphis, on April 21 began contest for its *Meet the Misses* program on WGN Chicago, WTSP St. Petersburg, Fla., WWL New Orleans, KRNT Des Moines and CKLW Detroit-Windsor, offering two-story five-room trailer, electric refrigerator, electric ironer and washing machine as prizes for best 25-word answer to "Big argument in our house is—."

Cottone

(*Continued from page 20*)

general counsel in charge of the Common Carrier Division.

Mr. Hyde's appointment, to fill the unexpired term of the late William H. Wills, who died early last month, runs until June 30, 1952. He had been general counsel of the Commission since March 30, 1945, when he moved up from assistant general counselship in charge of broadcasting, to succeed Mr. Denny.

Mr. Hyde entered Government service in 1924 on the staff of the Civil Service Commission. He transferred to the Federal Radio Commission in 1928 as assistant attorney and subsequently served as attorney, attorney examiner, senior attorney, principal attorney, assistant general counsel and general counsel.

He has participated in many hearings, both individual and group and dozens of proceedings and studies relating to development of regulations. He took part in the first general allocations proceedings of the FRC in 1928, hearings under Section 307 of the Communications Act in 1935, the network investigation of 1938 and in the general allocation hearings beginning in late 1944.

Commissioner Hyde, a life-long Republican and native of Bannock County, Idaho, married Mary Henderson of Aremo, Idaho. They have four children, Rosel Henderson, George Richard, William Henderson and Mary Lynn. Their home is at 2709 McKinley St., N. W., Washington.

Mr. Hyde still maintains his legal residence in Bannock County, Idaho.

Cottington Named V-P

C. H. COTTINGTON, radio director, Erwin, Wasey & Co., New York, has been appointed vice president. Three other executives who were also named vice presidents last week are: Charles Spencer Hart, public relations director; T. Norman Tveter, markets and media director and Edward Rodgers, art director. Mr. Cottington began his agency career in the art department of N. W. Ayer & Son 20 years ago and has also been affiliated with McCann-Erickson and Campbell-Ewald. He has been radio director for Erwin, Wasey three years.

Mr. Cottington

Educational Grant

GRANT of a construction permit to Board of Education, Sewanhaka High School, Floral Park, N. Y., for a noncommercial educational FM station was made last Thursday by the FCC. The authorization is for use of channel No. 213 (90.5 mc), 0.35 kw, site subject to CAA approval. The station was planned five years ago to augment classes in radio techniques [BROADCASTING, April 8].

AT&T REPORT WARNS OF INCREASED COSTS

AMERICAN Telephone & Telegraph Co. for the quarter ended March 31 showed a net income of $46,076,000 equal to $2.28 per share, compared to a net of $40,392,953, or $2.07 a share for the comparable period of last year, it was announced April 17 at the AT&T stockholder meeting in New York. For the year ended March 31, company earned a net of $177,323,000, or $8.86 a share, compared to $163,065,879, or $8.47 a share, for the year ended March 31, 1945.

In his report to stockholders, Walter S. Gifford, AT&T president, pointed out that the Bell system "made substantial further wage increases during the first quarter of 1946." He warned, "if costs continue their upward trend, we shall have to ask regulatory bodies, when and where necessary, to permit us to increase revenues by increases in telephone rates."

Point was not discussed further at the meeting and when amplification was requested, a company spokesman said that the matter had been considered only generally and that any speculation as to the possibility of increases in the cost of network lines or any individual service, national or local, would be "untimely."

24 YEARS OF SERVICE

24 Years of Public Health Programs Leading the Way to Better Health in the Great Northeast . . .

. . . Since March 24, 1922, WGY has broadcast as a weekly feature, Public Health talks presented by the New York State Department of Public Health. In central and eastern New York and western New England 1,045,717 radio families are kept informed of the newest measures promoting happier and healthier living.

Represented Nationally by NBC Spot Sales

NBC—24 Years of Service

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-279

Clear Channel

(*Continued from page 18*)

obtain general information on secondary coverage and to serve as a check on the mail phase, in which specific data was gathered. He cited several tabulations from both surveys showing that the interview results closely approximated the mail results.

Survey Areas

Mr. Caldwell, in conducting cross-examinations Monday afternoon, sought to show that in one area chosen for the survey the signals of regional and local stations were considerably stronger than those of clear channel stations heard in that area, and questioned the propriety of "taking two grades of signals from a given area when you're practically asking for a vote between the two."

Mr. Plotkin interjected that while this situation might prevail in one survey area, in another the clear station signals were stronger than those of regionals and locals, and that for the country as a whole "Areas A and B even up pretty well." Dallas W. Smythe, FCC economics division chief and chairman of Committee 4, said that "if we were starting over and if you brought up this question at a meeting of Committee 4, I think it would be worth much consideration."

Referring specifically to the five sampling areas in the Pacific Zone, Mr. Caldwell asserted that "if it so happens that these five areas are near a regional, the results are not accurate." Mr. Hansen, who with Dr. Eckler was cross-examined at length about methods and details of the survey procedure, maintained that the survey was "so designed that there could be no bias on our part."

EXPLAINING Census Bureau's part in FCC clear channel survey is Dr. Ross Eckler (l), chief social science analyst, Census Bureau, first witness as clear channel hearings reopened last Monday before FCC. Interested listener is Comr. C. J. Durr.

Dr. Forest L. Whan, radio researcher, of the U. of Wichita, who opened his testimony in the January hearings, returned to the witness' chair late Monday. Asked about the Dept. of Agriculture survey of rural attitudes toward radio, which was introduced at the January sessions, he said its conclusions were not always borne out by the tabulations. He questioned the "vagueness" of some of its questions, the wording of others, and the usefulness of those calling for computations by interviewees.

Tuesday Morning

In the Tuesday morning session Dr. Whan, testifying on surveys made for WGN and WLS Chicago and WJR Detroit, said 20 to 28% of listeners reported some type of program they could not get when they wanted it. But, he added, the number agreeing on type or period preferred "was not large."

Mr. Plotkin pointed out that many persons did not reply to the question, so that those reporting inability to receive a program at the desired time consisted of about 50% of those who answered. Earlier, when Dr. Whan reported on an Iowa survey, Commissioner Jett asked whether the inability to get programs was due primarily to insufficient signal strength or to absence of programs. Dr. Whan attributed it to absence of programs, saying "the signal in Iowa is very good."

The WGN-WLS-WJR surveys were made in preparation for the Clear Channel hearings and covered the area between the two millivolt and one-half millivolt contours, which was not covered in the Agriculture Dept. survey, it was pointed out.

Under questioning by Mr. Spearman, Dr. Whan said affidavits were obtained from interviews affirming that representative households selected for the survey were covered. Dr. Whan also was questioned regarding survey technique by Andrew J. Haley, counsel for ABC (licensee of WENR Chicago, which shares time with WLS), and by Mr. Plotkin.

Campbell Testimony

Further findings from the Dept. of Agriculture survey were given at the Tuesday afternoon session by Dr. Angus Campbell, assistant chief, Division of Program Surveys, Bureau of Agricultural Economics.

Dr. Campbell testified that rural women listen to the radio far more than rural men, that younger women listen more than older women, that rural people with high school or college education listen more than those with only grade school training, that rural women with higher incomes listen more than those with lower incomes, that the number of stations people can hear well has no effect on listening time, that possession of a telephone or subscribing to a daily newspaper has no influence on listening time in rural households.

Testimony in support of the clear channels by the American Farm Bureau Federation, whose membership approximates a million farm families, provoked a sharp colloquy between Edward A. O'Neal, president of the Federation, and Mr. Spearman when the latter challenged the authenticity of Mr. O'Neal's prepared statement.

Mr. O'Neal opposed any reduction in the number of clear stations and asked that the Commission take steps to improve clear channel service in those areas in which reception is not too good. He said it was his impression that the use of higher power would help solve the problem. He added that farmers generally value the clear channel stations more highly than do city people and that these stations are the most appreciated by the farmers.

Declaring that breakdown of the clears would eventually impair rural service, he said that with the trend toward FM in the metropolitan centers "it is doubly important that the number of clear channel stations be maintained."

Dr. W. Edwards Deming, Bureau of the Budget, testified on basic principles in planning of surveys, particularly insofar as government statistical practice is concerned.

Thursday Morning

With Commissioner Hyde participating when the hearings resumed Thursday morning, Walter Evans, vice president and director of Westinghouse Radio Stations Inc., testified in behalf of KDKA Pittsburgh. Mr. Evans expressed the opinion that the issues in the proceedings would have to be determined separately for each clear channel upon analysis of the service rendered each station.

Under questioning by Mr. Haley, he said that in the event the clear channels are duplicated rural listeners should have the choice of the best signal.

Questioned by Commissioner Jett, he said he believed KDKA could do a better job with more power.

"How high?" the Commissioner asked.

Mr. Evans replied that Westinghouse had designed a station in Mexico to operate on 1,000 kc and that there seems to have been no problem.

The possible application of stratovision to standard broadcasting was then suggested by George Turner, of Cravath, Swaine & Moore, New York Westinghouse counsel. Mr. Evans revealed that at the request of the Commission Westinghouse plans to try out stratovision on 1,000 kc and that investigations are now under way.

Joseph E. Baudino, KDKA general manager, testified that the station's program schedule conforms with the findings of the Dept. of Agriculture survey with respect to the needs of rural listeners. Tracing the development of farm program service by the station since 1921, he declared that as long ago as 1923 KDKA had between 100,000 and 150,000 farm listeners.

Homer H. Martz, KDKA agricultural director, testified that it was his personal observation that rural people in the Northeast enjoy the same types of music, entertainment, educational and religious programs

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as do urban listeners. KDKA, he said, does not believe in "playing down" to farm people.

Robert E. White, educational and public relations director of KDKA, said the station has been broadcasting special news programs for its rural listeners, which represent 40% of its audience.

Arthur E. Isham, director of public relations for Mutual Orange Distributors of Redlands, Calif., a grower-owned citrus cooperative, testified that California and Arizona citrus farmers need clear channel broadcasting for adequate service. He said that because of better reception from KFI Los Angeles, growers rely on the station for frost warnings.

Field intensity measurements of KFI's signal strength at various points in California and Arizona were authorized, 'if feasible," by Chairman Denny after representatives of citrus, vegetable and rabbit growers testified Thursday afternoon they found difficulty in hearing the 50-kw clear channel station.

Bad Reception

Four farm group officials, testifying for KFI, told of unsatisfactory reception of KFI programs, sometimes at points approximately 200 miles from Los Angeles, and urged higher power for the outlet. They praised KFI's farm service as superior to that of other stations in the area and stressed particularly the importance of the frost warnings broadcast nightly by Floyd D. Young, director of the Sixth Region, U. S. Weather Bureau. Mr. Young himself testified, joining the others in urging "continuance of KFI on a clear channel and allocation of high power" to enable growers in the Southwest to hear the warnings consistently.

Mr. Young said experience had shown that carrying the warnings on a single high-powered clear channel station was "infinitely superior" to the use of a chain of low-powered stations.

Under questioning by Mr. Spearman, some of the witnesses said they would not object to assignment of another station to KFI's frequency if it would cause no interference to KFI.

Testifying Thursday afternoon in behalf of KFI were: Roy R. McLain, of Central California Citrus Exchange, Tulare County Fruit Exchange, Subtropical Fruit Dept. of California Farm Bureau Federation, and California Fruit Growers Exchange; C. O. Hoober, vice president, California Farm Bureau Federation; G. E. McCleary, president-manager of Meat Rabbit Producers Assn. and state chairman of Rabbit Division of California Farm Bureau Federation; Irwin L. Hearsh, of Yuma County Farm Bureau and the Grapefruit Advisory Board of California-Arizona.

Friday Witnesses

As first witness at the Friday session, George Sehlmeyer, Master of the California State Grange, Sacramento, Calif., opposed placing any other stations on the 640 kc frequency of KFI on the ground such duplication might result in heavy losses to Southern California producers who depend on KFI frost warnings.

Under questioning by Mr. Spearman, Mr. Sehlmeyer said that the grant to Cuba of the use of 640 kc was the subject of a luncheon in Los Angeles at which KFI and Grange officials attended.

L. N. Spencer, president of the Poultrymen's Cooperative Assn., Los Angeles, testified the 3400 members of his organization depend on weather and market reports from KFI. He said, however, that daytime reception from Los Angeles to San Luis Obispo County, 230 miles north, is "pathetic" and that higher power for KFI is "more essential."

Eugene C. Jarvis, secretary-manager, United Date Growers Assn. of California, testified that farmers in Coachella Valley can hear only four stations—all 50 kw stations. When he said reception in the Valley is bad, Mr. Denny assured the witness an FCC engineer would soon be down there to see that good reception was available.

William B. Ryan, general manager of KFI, testified that KFI "still wants and needs" 500 kw power, which it applied for before the Commission's hearings in 1936 and 1938. He said the audience which would benefit is not very important from an advertising standpoint but that these listeners need and use radio more than most others.

Ryan Questioned

Mr. Ryan was asked by Mr. Denny whether he or his engineers discussed engineering problems with California farmers relative to the grant of 640 kc to Cuba. He said Nelson McIninch, KFI farm director, discussed the Cuban agreement with the farmers at a luncheon given by KFI.

Under questioning by Mr. Haley, he said the secondary area of KFI extends from 720 to 750 miles from Los Angeles.

Asked by Mr. Denny and Mr. Haley how many NBC signals a listener on the West Coast should be able to receive, he agreed that one good signal would be sufficient. Mr. Haley had pointed out that NBC has 2 California clear channel outlets and CBS has one.

When Mr. Ryan concluded his testimony, Mr. Denny said the Commission was aware of the public service rendered by KFI but suggested that it "have an engineer present at the next lunch."

He promised that the Commission will do everything possible to protect the service rendered by KFI to its secondary area and will take steps to see that Cuba lives up to its agreement.

Nelson McIninch, KFI farm director, testified on services provided by the station in recruiting volunteers to save citrus and other crops, broadcasting market and weather reports and other information to rural listeners.

Hunter College Ban on Video Cameras Maintained as Unions Continue Tiff

THE INTRA-AFL jurisdictional dispute which led to virtual prohibition of CBS and ABC television cameramen from the United Nations Security Council last week remained unsolved despite an exchange of correspondence between Frank K. White, vice president of CBS, and Frank M. Begley, UN security officer.

A plea by Mr. White to Mr. Begley to reopen the Security Council's television booth to CBS cameramen making films of the proceedings for television was rejected firmly by the UN's security officer.

'Reconsider Decision'

Describing Mr. Begley's action in refusing CBS cameramen access to the meetings as one which "creates a very important adverse labor precedent," Mr. White urged that "the United Nations reconsider its decision and reopen the Security Council to coverage by television cameramen making use of motion picture film."

Said Mr. Begley in reply: "Unfortunately" the jurisdictional assignment for television cameramen has not been decided by the AFL. The choice lies between the AFL's International Alliance of Theatrical Stage Employes, to which movie newsreel men belong, and the AFL's International Brotherhood of Electrical Workers, with which CBS cameramen are affiliated.

Mr. Begley disclosed that the dispute had been referred to "higher echelons in Washington."

"Naturally," wrote Mr. Begley, "we shall assist in restoring the program (of television camera coverage by ABC and CBS) when the matter is clarified so that technicians involved will use our facilities in harmony and not subject Americans to embarrassment of attempting to explain to representatives of other countries."

The UN, said Mr. Begley, had left the settlement of 17 other labor relations disputes to "internal adjustment of their (the union's) own affairs by the bargaining agents involved." The television dispute, he said, was "not in our province."

After receiving Mr. Begley's letter, Mr. White addressed himself again to the UN's security officer to reemphasize CBS's belief that "the exclusion of television (from UN) does not fairly solve the problem." He again asked Mr. Begley to reopen UN to CBS cameramen.

Production Switches

EDNA BEST, producer of Young & Rubicam, Hollywood, has shifted to Ward Wheelock Co. as producer on CBS "Corliss Archer" program, sponsored by Campbell Soup Co. starting April 28. Program is packaged by James L. Saphier Agency, Hollywood. Ned Tollinger has taken over production of MBS "Sherlock Holmes" program, formerly handled by Miss Best for Y&R.

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AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

Time

(*Continued from page 17*)

public has an even greater stake in standard time for radio."

A. H. Caperton, advertising manager, Dr. Pepper Co., Dallas, said he favored uniform time for radio.

Lowry H. Crites, director of media, General Mills, Minneapolis:

"General Mills has felt for two decades that it was as logical to retain national, and that means network schedules on a standardized time basis as it is to retain transportation schedules on such a basis—wherever there are overlapping zones in daylight saving and non-daylight saving areas.

"We think this is the year to do it, because stations, networks, advertisers and agencies have accustomed themselves to a standardized time system during the war. There will be some dislocation under such a system, but it is vastly to be preferred over the disadvantages of the semi-annual time change."

R. G. Dexter, advertising department, Kellogg Co., Battle Creek, Mich.: "The Kellogg Company is in favor of a standard time of broadcasting. As we understand it, if this goes through it will mean that a show emanating from the East Coast will be broadcast at the same time in all time zones across the country."

William Stedman, director of advertising for American Home Products Co., New York, made his viewpoint implicitly clear in answering BROADCASTING'S written question: "To be equally frank in answering your letter, I might point out that two of our evening shows are now at 7:30 EST on Wednesday and Thursday nights over CBS. From this I believe you can deduct our reaction to the question of Standard Time."

Not Unanimous

The positive reactions of these major radio advertisers did not prove any unanimity of such thinking, however. For on the other hand BROADCASTING learned from other sponsors, equally prominent, that they either view the subject with disinterest or positively oppose it.

Among those who did not care to comment, either because they felt the issue was controversial or because their advertising schedules were such that time-change problems did not affect them, were: American Tobacco Co., Associated Oil Co., Bristol-Myers Co., General Electric Co., General Foods, Grove Labs., Wm. Wrigley Jr. Co., Wander Co., Swift & Co., and Sun Oil Co.

Standard Oil Co.'s advertising manager, John Wieland, said he believed it would be difficult to find disagreement on the general idea of adopting uniform time for radio. He added: "However, the only sure way to achieve such a standard time would be by Federal action." To this, he said, he was opposed.

CLOCKS IS THE kwaziest pipple, moans Lew Lehr, m. c. on ABC's *Detect & Collect* as he contemplates approach of daylight saving time.

Among the replies were some from important national advertisers who expressed favorable opinions of a uniform time plan, but asked that their names not be identified with any campaign to achieve it. Indicating that interest among advertisers in the subject does not run as high as it does among broadcasters is found in the percentage return on the survey. Of over 100 advertisers representing more than 75% of the national advertising dollar volume, only 33% replied. In this latter category, only about 50% were willing to go on record favoring uniformity.

There was evident in some responses, also, a misunderstanding of the basic issue. This is understandable, since there are signs of confusion among broadcasters themselves. Some view the term "standard" time as meaning, for example, that a single time would be in effect in all zones from coast to coast—making possible, for example, the broadcast of a program at 1 p. m. in New York as well as Los Angeles. This conception, of course, is erroneous, since there's going to be enough trouble getting support of adjusting clocks without undertaking an adjustment of the sun's movement in its orbit.

Local Disruption

The problem incident to clock schedules on radio arises principally from local options exercised throughout the nation. In New York, for example, clocks are moved forward an hour on April 28 when the city moves from EST to DST. This would cause no disruption in listening were it not for the fact that in other sections of the country, principally in the rural areas, counties and cities elect to remain on standard time. If it were possible for a man to proceed from East to West, changing his watch in each community through which he passed to conform to that area's setting, some statisticians have estimated that he would have to adjust at least 200 times.

West Virginia Broadcasting Assn., recognizing this problem, will elect to set its radio clock on DST come April 28, despite the fact that the state will remain on Standard Time. Of course, there will result from this considerable confusion to the listener—unless the West Virginia Legislature elects to move the state's clocks forward to conform with the broadcasters. If the latter does not occur, harried West Virginia housewives will hear 9 a. m. anounced on their radios when their kitchen clocks clearly show the hour as 10 a. m.

The current agitation for a uniform policy grows out of the war. From Feb. 9, 1942 to Sept. 30, 1945, the nation was on Daylight Savings Time—or War Time—by act of Congress. As a matter of fact, the idea of savings time first was adopted during World War I and it was an aftermath of the conflict that New York and other municipalities throughout the nation adopted DST by local option during the summer months.

Farmers Critical

But now, as then, there were certain sections of the nation—principally the farm communities—which elected to remain on Standard Time, feeling that it was advantageous for their individual problems. In fact, the subject of time change even now can evoke bitter arguments in rural America, such questions as, "Why do I have to adjust my life to that of some city slicker who wants to get off early for a round of golf?" are frequently asked.

President Truman likes Daylight Savings Time, and would approve any measure that Congress might pass promoting it. He indicated as much at a recent news conference [BROADCASTING, March 18]. It is understood he does not care to invoke his wartime powers to bring it about, however. And in the past, Congress has stood adamantly against moving the clock forward except in time of war.

Meanwhile sporadic activity, such as that typified by the action of the West Virginia Broadcasters

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Assn., has been noted throughout the nation.

When Chicago returns to daylight time executives of three stations affiliated with ABC—WENR WLS and WCFL—hope to have ironed out one of the worst problems of programming in their history.

WLS on Standard

WLS will remain on standard time to maintain its farm listener service. As a result, WENR, ABC M&O station, will operate on DST in the Chicago area, but will provide WLS with delayed broadcasts of ABC programs on CST one hour later. In some instances, WENR will find itself taking an ABC show at, for example, 6 p.m., feeding it to WLS at 7 p.m. and repeating the same show later for other ABC regionals to the West Coast at 10 p.m. WLS and WENR share 890 kc in Chicago.

Hardest hit by the time change is WCFL, which loses ABC's *Breakfast Club* effective April 29. WCFL has carried the full hour of *Club* while WLS carried only the second, commercial half-hour. With sponsorship of the 8:15-8:30 a.m. CST portion of the program June 1, WLS will carry an additional 15 minutes.

WCFL has carried many of ABC's daytime programs live, with WENR repeating at later hours. With the time change, WLS will also carry ABC programs on a delayed broadcast basis. Shows causing ABC's Central Division the most concern include *Quiz Kids*, *Lone Ranger*, *Glamor Manor* and *Ladies Be Seated*.

On BMB Board

C. BURT OLIVER, general manager of Foote, Cone & Belding, Hollywood, has been appointed to board of directors of Broadcast Measurement Bureau by Frederick R. Gamble, president of American Association of Advertising Agencies. Mr. Oliver also is on board of governors of Southern California Chapter of AAAA and will be only Pacific Coast member of BMB board. He will serve for three years.

Confusion Over Daylight Saving Time To Cut May Audience, Hooper Predicts

PREDICTION that May radio audiences will fall appreciably below April listening levels because of confusion of daylight time changes was made last week in a supplementary report accompanying April 15 program ratings by C. E. Hooper Inc.

The report pointed out that in war years, when war time prevailed throughout the year, May audiences held up to 95.5% of those in April, but predicted that this year with the hodge-podge switch of many communities to daylight time, listening levels in May would fall far below those of April. The report recommended an industry survey to determine whether the listening public would prefer a year-round program time schedule to the confusion arising from daylight time changes.

Above Last Year

Hooperatings for April 15 showed the average evening audience as 9.5, down .5 from the last report, up .4 from the same period a year ago. Average evening sets-in-use were 28.9, or 1.5 less than the previous report and .2 less than a year ago.

Average available audience was 79.5, down .7 from the last report; up 1.9 from same period a year ago.

Bob Hope was in the lead of evening programs. *Fibber McGee & Molly* were second, and Charlie McCarthy third.

Program ratings were: Bob Hope, 29.6, *Fibber McGee & Molly* 27.4, Charlie McCarthy 25, Bing Crosby 23.2, Red Skelton 22.7, Fred Allen 22.2, *Radio Theatre* 22, Jack Benny 21.1, Walter Winchell 19.7, *Mr. District Attorney* 19.5, *Jack Haley with Eve Arden* 19.5, *Screen Guild Players* 19, Kay Kyser (10 p. m.), 18.1, Abbott & Costello 17.7, *Amos 'n' Andy* 17.4.

Among top 10 weekday programs in the April 15 report *Breakfast in Hollywood* was first. Average daytime audience was 4.4, down .2 from the last report, no change from a year ago.

Average daytime sets in use were 16.3, down .7 from the last report, up 1.2 from a year ago. Average daytime available audience was 72.3, down .5 from last report, up 2.9 from a year ago.

Top 10 weekday programs: *Breakfast in Hollywood* (Kellogg) 8.7, *Ma Perkins* (CBS) 7.6, *Big Sister* 7.6, *Romance of Helen Trent* 7.5, *When a Girl Marries* 7.4, *Breakfast in Hollywood* (P & G) 7.4, *Right to Happiness* 7.1, *Our Gal, Sunday* 6.8, *Portia Faces Life* 6.7, *Life Can Be Beautiful* 6.7.

Time Sale Violation Denied by KOB

INTERPRETATION of Section 317 of the Communications Act requiring that sponsored programs be identified as such promised to become the major issue last week in determination of the outcome of revocation proceedings filed with the FCC by Gov. Dempsey of New Mexico against KOB Albuquerque [BROADCASTING, March 25, April 1].

In further comments filed by W. Theodore Pierson, counsel for KOB, the station contends that it is not required to announce the source of compensation received by persons other than the licensee who were directly or indirectly connected with the program broadcast.

Previously, William J. Dempsey, counsel for Gov. Dempsey, alleged in reply to previous comments of KOB that in failing to identify the various persons contributing funds to support of a series of programs sponsored on the station a violation of Section 317 had occurred.

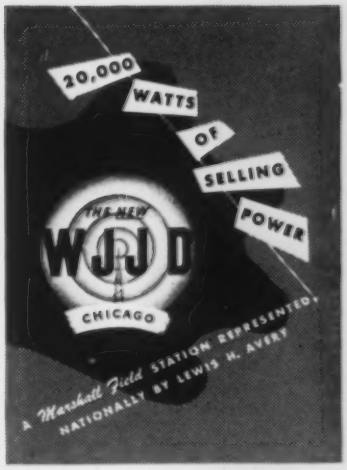
Section 317, the station points out, provides that:

> "All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

The reading of the provision, KOB contends, "demonstrates that the burden it places upon the station is limited to the consideration received or charged by the station." The impracticability, if not the impossibility of determining or announcing all persons contributing to a program, it holds, "is so patent that it requires no further discussion." Furthermore, it adds, such a requirement would seriously endanger freedom of speech on controversial matters.

The program in question concerns a weekly series of political broadcasts sponsored on KOB by Larry Bynum, editor of the *New Mexico State Record*, which Mr. Bynum stated on the program were paid for by a group of anonymous businessmen.

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.



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KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

ACTIONS OF THE FCC

APRIL 12 to APRIL 18

Decisions . . .

APRIL 12

BY COMMISSION EN BANC

AM—1450 kc

Great Northern Radio Inc., Glen Falls, N. Y.; Glen Falls Bcstg. Co., Glen Falls—Proposed that the former be granted CP new station 1450 kc 250 w unlimited. and proposed denial of latter application seeking same facilities.

AM—1450 kc

Observer Radio Co., Orangeburg, S. C.; Orangeburg Bcstg. Corp., Orangeburg; Edisto Bcstg. Co., Orangeburg—Proposed that first named be granted CP new station 1450 kc 250 w, and proposed denial of other two.

AM—1400 kc

A. C. Neff, Savannah, Ga.; Atlantic Bcstg. Co., Savannah; Chatham Bcstg. Co., Savannah—Proposed that first name be granted CP new station 1400 kc 250 w, and proposed denial of other two.

ACTIONS ON MOTIONS

Marion Radio Corp., Marion, Ind.—Granted petition for leave to amend its application so as to specify exact transmitter site, etc., and the amendment was accepted.

Midwest Bcstg. Co., Mount Vernon, Ill.—Granted petition for leave to amend its application so as to specify 1 kw instead of 500 w power, add revised engineering data, etc., and the amendment was accepted.

Westchester Bcstg. Corp., White Plains, N. Y.—Granted motion to dismiss without prejudice its application for a new commercial television station.

United Garage and Service Corp., Cleveland—Granted petition for leave to amend application for new FM station so as to specify a community station in Lakewood, Ohio, instead of a metropolitan station in Cleveland; to amend engineering and program data in conformity therewith; the amendment was accepted and the application removed from hearing docket.

Dickinson Publishing Co., Dickinson, N. D.—Granted petition for leave to amend its application so as to specify the frequency 1450 instead of 1250 kc. The amendment was accepted and application removed from hearing docket.

Metro-Goldwyn-Mayer Studios Inc., Los Angeles—Granted petition requesting dismissal without prejudice of its application for a new commercial television station.

Marcus Loew Booking Agency, New York—Granted petition to dismiss without prejudice its application for a new commercial television station.

Butler Bcstg. Co., Butler, Pa.—Granted motion to amend its application for a new FM station, so as to specify a community instead of a metropolitan station; the amendments were accepted and application removed from the hearing docket.

Green Bay Bcstg. Co., Green Bay, Wis.—Granted petition for leave to amend its application so as to specify "site to be determined" instead of transmitter site as specified, etc., and the amendment was accepted.

Evening News Assn., Detroit—Motion to amend and remove from the hearing docket its application for a new television station, was withdrawn.

Peach Bowl Broadcasters, Yuba City, Calif.—Granted petition insofar as it requests leave to amend its application for a new station so as to specify the frequency 1600 kc with 500 w, instead of 1400 kc with 250 w; to increase partners from 3 to 5, and make other changes. The amendment was accepted and application removed from hearing docket.

Audrain Bcstg. Corp., Mexico, Mo.—Granted petition requesting leave to amend its application for a new station so as to change transmitter site; to supply detailed data in re city areas to be served, etc., and the amendment was accepted.

Don Lee Bcstg. System, Hollywood—Granted petition requesting leave to amend its application for new television station CP so as to change its transmitter site, specify channel No. 2, etc., and the amendment was accepted.

Liberty Bcstg. Co., Pittsburgh—Granted petition requesting leave to amend application for new FM station so as to supply engineering data relative to proposed service area, etc., and the amendment was accepted.

Hughes Productions, Div. of Hughes Tool Co., San Francisco—Granted motion for leave to take depositions and admit Palmer Bradley of Houston, Texas, a member of the Bar of the State of Texas, to the Bar of the FCC pro hoc vice, for the purpose of taking depositions at Houston on May 2, on behalf of Hughes Productions application for television station.

Hughes Productions, Div. of Hughes Tool Co., Los Angeles—Same as above.

Frank Parker, Danbury, Conn.—Granted motion to dismiss without prejudice his application for a new station.

Alton Bcstg. Co., Alton, Ill.—Granted motion to dismiss without prejudice his application for a new station, subject to the right of petitioner to request reinstatement of its application pursuant to the Commission's January 5, 1946, Public Notice.

West Va. Radio Corp., Pittsburgh—Granted motion requesting leave to amend its application for a new FM station so as to specify a transmitter site and a definite channel, etc., and the amendment was accepted.

WCBM Baltimore—Granted petition for leave to amend its application for a new station so as to specify the frequency 680 kc with power of 10 kw day 5 kw night, instead of 1420 kc with 5 kw day and night; to specify new transmitter site, etc.; the amendment was accepted, and the Commission on its own motion, removed the application from the hearing docket.

KASA Elk City, Okla.—Granted petition insofar as it requests leave to intervene in the hearing on application of Altus Bcstg. Co. for a new station at Altus, Okla.; denied petition insofar as it requests inclusion of an additional issue in hearing notice in re this application.

O. E. Richardson, et al, d/b as Radio Station WJOB Hammond, Ind.—Granted petition insofar as it requests leave to amend application for new FM station so as to change location of proposed station from Chicago to Hammond, Ind.; to designate channel No. 265, etc., and the application as amended, was removed from the hearing docket.

Harry F. Guggenheim, Bridgeport, Conn.—Granted motion for leave to amend application for a new FM station, so as to include with the application a verified statement relative to financial qualifications of applicant, and the amendment was accepted.

WLAP Lexington, Ky.—Granted petition requesting re-opening of the record in re for the purpose of filing certain engineering exhibits and extension of time for filing proposed findings. The record was reopened and time for filing proposed findings in this proceeding extended to April 22, 1946.

KWKH Shreveport, La.—Granted petition to intervene in the hearing on application of Syndicate Theatres Inc., Columbus, Ind., and Universal Bcstg. Co. Inc., Indianapolis, now scheduled to be heard in Washington on April 29.

Eagle Printing Co. Inc., Butler, Pa.—Granted motion for leave to amend its application for a new FM station so as to specify a community station instead of a metropolitan station; the amendment was accepted and application removed from hearing docket.

WCAE Inc., Pittsburgh—Granted motion for leave to amend its application for a new FM station, so as to change paragraph relative to channel requested, etc., the amendment was accepted and Sec. 1.254 of the Commission's Rules was waived.

Pittsburgh Radio Supply House, Pittsburgh—Granted petition requesting leave to amend its application for a new FM station so as to show revised information in initial installation costs, etc., the amendment was accepted and Sec. 1.254 of the Commission's rules waived.

By Commissioner Walker

Adelaide Lillian Carrell, Wichita, Kan.—Granted petition requesting leave to amend her application so as to substitute KCLC Bcstg. Co. Inc. as the applicant in lieu of Adelaide Lillian Carrell, etc., the amendment was accepted, and the applicant granted leave to introduce testimony relative to the amendment at the further hearing now scheduled for April 19. (Action taken 4-11).

KOVO Bcstg. Co., Provo, Utah; KROW Inc., Oakland, Cal.—The Commission on its own motion, continued the hearing on these applications now scheduled for April 12 to April 23.

APRIL 15

BY COMMISSION EN BANC

WGAR Bcstg. Co., Cleveland; Summit Radio Corp., Akron, Ohio—Denied joint motion requesting continuance of the consolidated hearing on applications for new FM stations in the Cleveland-Akron area, now scheduled at Cleveland to commence April 22, 1946.

Allen B. DuMont Labs. Inc., Cleveland—The Commission on its own motion ordered that the consolidated hearing now scheduled for May 13-18, on applications of Allen B. DuMont Labs. Inc. and four others for new television stations, be continued without date, until further order of the Commission.

The Evening News Assn.; The Jam Handy Organization Inc.; King Trendle Bcstg. Corp.; United Detroit Theatres Corp.; all Detroit—Ordered that the Commission's order of February 1, 1946. designating these five applications for new television stations for consolidated hearing, be vacated.

King Trendle Bcstg. Co., Detroit; The Evening News Assn., Detroit—Granted application of King Trendle Bcstg. Co. and application of The Evening News Assn. for new television stations, subject to frequency and engineering details to be determined.

Philco Radio & Television Co., New York—Ordered that the hearing on application for a new television station be vacated, and the Commission's action of February 1, 1946 designating said application for hearing, rescinded; and said application dismissed without prejudice.

APRIL 17

ACTION ON MOTIONS

By Commissioner Wakefield

Wabash Valley Bcstg. Corp., Terre Haute, Ind.; West Central Bcstg. Co., Peoria, Ill.—The Commission, on its own motion, ordered that the further consolidated hearing on these two applications, now scheduled for April 15 in Washington, be continued to Monday, May 15.

WGAL Inc., Lancaster, Pa.; Lancaster Television Corp., Lancaster, Pa.—The Commission, on its own motion, ordered that the hearing on these two applications for commercial television stations, now scheduled for April 18 and 19 at Lancaster, be continued without date until further order of the Commission.

Walter A. Graham, Tifton, Ga.—The Commission, on its own motion, ordered that the hearing on this application now scheduled for April 18, be continued without date until further order of the Commission.

KVAN Vancouver, Wash.; KSEI Pocatello, Idaho—The Commission, on its own motion, ordered that the consolidated hearing on these applications now scheduled for May 15, be continued without date until further order of the Commission.

Southern Calif. Bcstg. Co., Pasadena, Calif.; Orange County Bcstg. Co., Santa Ana, Calif.—The Commission, on its own motion, ordered that the consolidated hearing on these applications now scheduled for April 18, be continued without date until further order of the Commission.

Capital Bcstg. Corp., Annapolis, Md.; WCBM Baltimore—The Commission, on its own motion, ordered that the consolidated hearing on these applications, now scheduled for April 17, be continued without date until further order of the Commission.

Bay Bcstg. Co., Sandusky, Ohio—Granted motion for authority to take depositions and waiver of Secs. 1.221 and 1.227 of the Commission's rules, and for reopening of the record for the purpose of receiving depositions when taken (action taken 4-15).

Southern Calif. Bcstg. Co., Pasadena, Cal.; Orange County Bcstg. Co., Santa Ana, Cal.—The Commission, on its own motion, ordered that the consolidated hearing in re these two cases, be scheduled for 10 a.m. Thursday, April 18.

KHMO Hannibal, Mo.—Granted petition for leave to amend its application so as to specify the use of a directional antenna day and night, instead of night only, etc., and the amendment filed with the petition was accepted.

Monona Bcstg. Co., Madison, Wis.—Granted petition for leave to amend its application so as to specify a revised directional antenna system, etc., and the amendment was accepted.

By Commissioner Denny

F. M. Radio and Television Corp. Riverside, Calif.—Granted motion for leave to amend its application so as to change the answer in paragraph 11 (d), and add explanatory statement, and the amendment was accepted.

By Commissioner Durr

Bieberbach Bcstg. Corp., Boston—Granted motion to dismiss without prejudice its application for a new FM station.

BY ADMINISTRATIVE BOARD

KABC, San Antonio, Tex.—Granted modification of CP, which authorized change in frequency, etc., for extension of completion date from 4-9-46 to 7-8-46.

WPPA Pottsville, Pa.—Granted modification of CP which authorized a new station to specify type of transmitter for approval of antenna, and approval of transmitter and studio locations at Minersville Road, W. of Pottsville, and 7 South Centre St., Pottsville, respectively. Permittee is granted a waiver of Secs. 3.55(b) of the Commission's Rules, conditions.

WING Dayton, Ohio—Granted modification of CP, which authorized changes in DA for night use, etc., for extension of completion date from 4-14-46 to 7-14-46.

KSMA Santa Maria, Calif.—Granted license to cover CP which authorized a new station, 1450 kc 250 w unlimited time. The licensee hereunder is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; condition; also granted authority to determine operating power by direct measurement of antenna power.

WBBM Chicago—Granted CP to install a new vertical antenna.

W8XCT Cincinnati—Granted modification of CP which authorized a new experimental television station, for extension of completion date from 4-28-46 to 10-28-46.

W9XEK Eastwood, Ky.—Granted modification of CP which authorized change in freuqency, etc., in developmental station, for extension of completion date from 3-22-46 to 5-22-46.

The Penna. State College, Moshannon State Park, Pa.—Granted special temporary authorization to operate a composite transmitter on 106 mc., with 100 w and an unmodulated emission, in

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RADIO ENGINEERING

order to make field intensity measurements to determine the location of proposed FM transmitter to operate as an educational broadcast station—the transmitter and half-wave vertical antenna to be located near the Rattlesnake Fire Tower at Moshannon State Park, Pa., for the period April 15 and ending no later than May 14, 1946.

APRIL 18
BY COMMISSION EN BANC
AM—1240 kc

Union City Bcstg. Co. Inc., Union City, Tenn.—Granted CP for a new station to operate on 1240 kc 250 w unlimited time. Site to be determined.

AM—1490 kc

John Raymond Bartlett, d/b as "Radio South," Quitman, Ga.—Granted CP for a new station to operate on 1490 kc 250 w unlimited time.

AM—1400 kc

Joseph F. Biddle Publishing Co., Huntingdon, Pa.—Granted CP for a new Class IV station; 1400 kc 250 w unlimited time.

AM—1400 kc

The New Mexico Publishing Co., Santa Fe., N. M.—Granted CP new station to operate on 1400 kc 250 w unlimited time.

AM-1590 kc

Santa Clara Bcstg. Co., San Jose, Calif.—Granted CP new station to operate on 1590 kc 1 kw daytime only.

AM—550 kc

Maui Publishing Co. Ltd., Wailuku, T. H.—Granted CP new station to operate on 550 kc 1 kw unlimited time.

AM—1240 kc

KWOS Jefferson City, Mo.—Granted consent to voluntary assignment of license of KWOS from Tribune Printing Co. to Capital Bcstg. Co., a new corporation, a subsidiary of assignor, so as to separate their newspaper and radio business.

AM—1460 kc

KSO Des Moines, Iowa—Granted CP to change the transmitter location and install a new antenna and ground system for station KSO operating on 1460 kc 5 kw unlimited time, DA-night.

AM—910 kc

WCOC Meridian, Miss.—Granted CP increase daytime power from 1 to 5 kw and install a new transmitter; 1 kw night.

AM—1410 kc

KWYO Sheridan, Wyo.—Granted CP change frequency from 1400 to 1410 kc, increase power from 250 w to 500 w night, 1 kw day; make changes in antenna and install new transmitter.

AM—1320 kc

KGKY Scottsbluff, Neb.—Granted CP change from 1490 kc 250 w unlimited time to 1320 kc 1 kw unlimited time; install directional antenna for night use, change transmitting equipment and transmitter location.

AM—1160 kc

WJJD Chicago—Granted CP to increase power from 20 to 50 kw DA, on present frequency 1160 kc; install a new transmitter and directive antenna; operation limited to KSL, Salt Lake City, the dominant 1-A station on the channel.

AM—1450 kc

Frederic LeMieux, et al, d/b as Gulf State Bcstg. Co., Crowley, La.; Max Thomas, Crowley, La.—Designated application of Gulf State Bcstg. Co. for consolidated hearing with application of Max Thomas. Both applicants seeking 1450 kc 250 w unlimited time.

AM—810 kc

Chesapeake Radio Corp., Annapolis, Md.; United Bcstg. Co., Silver Spring, Md.—Designated former application for a new station to operate on 810 kc 250 w daytime only for consolidated hearing with application of latter for a new station to operate on 810 kc 1 kw day.

AM—640 kc

WHK Cleveland—Adopted an order dismissing without prejudice to the filing of a petition for reinstatement after the conclusion of the proceeding in Docket 6741, the application of WHK to change frequency from 1420 to 640 kc, and increase power from 5 to 50 kw, etc.

AM—1420 kc

WCBM Baltimore—Adopted an order dismissing petition of WCBM for an order to require WFBI, Pawtucket, to show cause why it should not use a directional antenna to afford proper protection to the operation of a proposed station of petitioner at Baltimore, requesting use of 1420 kc.

AM—1320 kc

Plains Empire Bcstg. Co., Amarillo, Tex.—Designated for hearing application for a new station to operate on 1320 kc, 500 w night, 1 kw-LS, directional antenna night, unlimited time.

AM—1230 kc

F. R. Pidcock Sr. and James M. Wilder, d/b as Georgia Bcstg. Co., Savannah, Ga.—Granted petition to grant without further proceedings, application for a new station to operate on 1230 kc 250 w unlimited time.

AM—1130 kc

WNEW New York—Denied petition for review of the order of April 4, 1946, of the presiding officer of the motions docket granting petition of Richard E. O'Dea, Paterson, N. J., for leave to intervene in the consolidated hearing on applications of WNEW for CP and renewal of license, and application of Missionary Society of St. Paul the Apostle for CP, and the action of the presiding officer of the motions docket of April 4 granting O'Dea's petition to intervene, is sustained.

AM—1420 kc

WHKK Cleveland—Adopted an order dismissing without prejudice to the filing of a petition for reinstatement after the conclusion of the proceeding in Docket No. 6741, the application of WHKK to change frequency from 640 to 1420 kc, and increase power from 1 to 5 kw, unlimited time.

AM—1450 kc

Charleston Bcstg. Co., Charleston, S. C.—Designated for hearing application for a new station to operate on 1450 kc 250 w unlimited time.

AM—1450 kc

Southern Bcstg. Co.; Richard E. Adams, James H. Shoemaker and Albert A. Anderson, d/b as Coastal Bcstg. Co.; Charleston Bcstg. Co.; Fort Sumter Bcstg. Co., Charleston, S. C.—Designated for consolidated hearing, these four applications, all seeking a new station in Charleston to operate on 1450 kc 250 w unlimited time.

AM—730 kc

Liberty Bcstg. Co., Pittsburgh, Pa.—Denied petition of Liberty Bcstg. Co. for reconsideration and grant without hearing of its application for a new station to operate on 730 kc 1 kw daytime.

AM

Charleston Bcstg. Co., Charleston, S. C.—Adopted a decision and order denying petition of Charleston Bcstg. Co. for reconsideration or rehearing of the grant of the application of Carter C. Peterson, and the grant of said application of Carter C. Peterson for a new station in Savannah, authorized February 20, 1946, is affirmed.

AM—1350 kc

WORK York, Pa.—Granted renewal of license for the period ending November 1, 1948.

AM—1340 kc

WNBH New Bedford, Mass.—Same except for period ending Feb. 1, 1947.

AM—1030 kc

KWSC Pullman, Wash.—Designated for consolidated hearing application of KWSC to change facilities from 1250 kc 5 kw, sharing time with KTW Seattle, to 1030 kc 5 kw day, 1 kw night, DA-N at Pullman, Wash., in consolidated proceeding with applications of Alvin E. Nelson Inc., KARM; KFRE and KROY; further ordered the bills of particulars heretofore issued in this proceeding be amended to include KWSC, and that WBZ Boston be made a party to this proceeding.

AM—770 kc

WCAL Northfield, Minn.—Designated application of WCAL to change hours of operation from sharing with KUOM to daytime for hearing in a consolidated proceeding with applications of KUOM and Independent Bcstg. Co. and ordered that the bills of particulars heretofore issued in this connection be amended to include application of WCAL.

AM—1560 kc

El Paso Bcstg. Co., El Paso, Tex.; Del Norte Bcstg. Co. Inc., El Paso, Tex.—Designated application of El Paso Bcstg. Co. and application of Del Norte Bcstg. Co. Inc. for hearing in a consolidated proceeding; both request the same facilities, 1560 kc 1 kw day, 500 w night, unlimited time.

AM—1230 kc

Idaho Falls Bcstg. Co., Idaho Falls, Idaho; Eastern Idaho Bcstg. and Television Co., Idaho Falls—Designated application of Idaho Falls Bcstg. Co. and application of Eastern Idaho Bcstg. and Television Co. for hearing in a consolidated proceeding; both seek a new station at Idaho Falls to operate on 1230 kc 250 w unlimited time.

Educational FM

Board of Education, Sewanhaka High School, Floral Park, N. Y.—Granted CP new non-commercial educational FM station; channel: 90.5 mc (No. 213); 0.35 kw; antenna height above average terrain: 112 ft.; site subject to approval by CAA.

Commercial FM

WHNF New York City—Granted authority to change call letters of FM station from WHNF to WMGM.

Commercial FM

KTLO Los Angeles, Cal.—Granted authority to change call letters of FM station from KTLO to KMGM.

AM—750 kc

WHEB Portsmouth, N. H.—Denied petition to reinstate application for CP to increase hours of operation from limited-WSB to unlimited time, on frequency 750 kc, and install directional antenna for night time use, without prejudice to the filing of a petition for reinstatement after conclusion of proceedings in Docket 6651.

Hearings This Week

MONDAY, APRIL 22
Washington, D. C.

KRRV Sherman, Tex.—CP 910 kc 5 kw, directional antenna night and day.

MONDAY, APRIL 22
Washington, D. C.
Before Commissioner Walker

Arkansas Democrat Co., Little Rock, Ark.; Radio Engineering Service, Pine Bluff, Ark.—Both seeking CP new station 1400 kc 250 w.

MONDAY, APRIL 22
Cleveland-Akron

Nine applications from Cleveland, five from Akron, all seeking FM facilities.

MONDAY, APRIL 22
Washington, D. C.

Camden Bcstg. Co., Camden, N. J.—CP new station 800 kc 1 kw daytime; **Chambersburg Bcstg. Co., Chambersburg, Pa.**—CP new station 800 kc 1 kw daytime; **Crescent Broadcast Corp., Philadelphia**—CP new station 820 kc 1 kw daytime; **Ranulf Compton, d/ as Radio WKDN, Camden, N. J.**—CP new station 820 kc 1 kw daytime only.

MONDAY, APRIL 22
Washington, D. C.

Mid-America Bcstg. Corp., Louisville, Ky.—CP new station 1040 (1080 kc NARBA) 1 kw night 5 kw day unlimited, directional antenna; **WINN Albany, Ind.**—CP 1080 kc 1 kw night, 5 kw day, directional antenna; **WIBC Indianapolis**—CP 1070 kc 50 kw, directional antenna.
(KRLD and Travelers Bcstg. Service Corp., intervenors.)

TUESDAY, APRIL 23
Washington, D. C.

KOVO Provo, Utah—CP 960 kc 1 kw unlimited; **KROW Oakland, Calif.**—CP 960 kc 5 kw, directional antenna.
(KMA intervenor.)

WEDNESDAY, APRIL 24
Washington, D. C.

Midwest Broadcasting Co., Mt. Vernon, Ill.—CP new station 940 kc 500 w daytime; **Mt. Vernon Radio and Television Co., Mt. Vernon**—CP new station 940 kc 1 kw daytime.

WEDNESDAY, APRIL 24
Washington, D. C.

WADC Talimadge, Ohio—CP 1220 kc 50 kw with directional antenna; **WGAR Cleveland**—CP 50 kw 1220 kc, directional antenna.

WEDNESDAY, APRIL 24
Lexington, Ky.

The Central Kentucky Bcstg. Co., Lexington, Ky.—CP new station 1340 kc 250 w unlimited.

THURSDAY, APRIL 25
Pittsburgh, Pa.

Allen B. DuMont Labs Inc., Pittsburgh; Westinghouse Radio Stations Inc., Pittsburgh—Both seeking television facilities.

FRIDAY, APRIL 26
Washington, D. C.

Liberty Bcstg. Co., Pittsburgh—CP new station 730 kc 1 kw day.

Applications . . .

APRIL 12
AM—1520 kc

Broadcasting Foundation Inc., Buffalo, N. Y.—CP new station to be operated on 1520 kc 50 kw directional antenna and unlimited hours (facilities of WKBW requested).

AM—1190 kc

WLIB Brooklyn, N. Y.—CP increase power from 1 kw to 10 kw, change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for day and night use, and change transmitter location.

AM—1490 kc

The Haverhill Gazette Co., Haverhill, Mass.—CP new station 1490 kc 250 w and unlimited hours.

FM—Unassigned

Allegheny Bcstg. Corp., Pittsburgh—CP new high frequency FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 11,900 sq. mi.—AMENDED: to change antenna system, population from 3,391,752 to 3,261,855, coverage from 11,900 to 13,408 sq. mi. and specify type of transmitter and class of station as metropolitan.

AM—1340 kc

Mary A. Petru, Socs N. Vratis, Gray R. Harrower, Branch C. Todd, a partnership, d/b as Port Arthur Bcstg. Co., Port Arthur, Tex.—CP new station 1340 kc 250 w and unlimited hours.

AM—1450 kc

WMVG Milledgeville, Ga.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WLAY Muscle Shoals City, Ala.—CP install new vertical antenna, and change transmitter and studio location.

AM—850 kc

WRUF Gainesville, Fla.—CP change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for night use, and change transmitter location.

(Continued on page 94)

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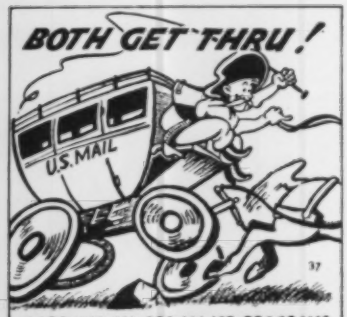

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BROADCASTING

FCC Actions

(Continued from page 93)

AM—1400 kc

WCNC Elizabeth City, N. C.—License to cover CP which authorized installation of a new transmitter; authority to determine operating power by direct measurement of antenna power.

AM—1180 kc

Southwest Iowa Bcstg. Co., Creston, Iowa—CP new station 1180 kc 1 kw and daytime hours.

AM—1590 kc

Gila Bcstg. Co., Coolidge, Ariz.—CP new station 1590 kc 1 kw and unlimited hours.

AM—1400 kc

Robert L. Weeks, Red Bluff, Calif.—CP new station 1400 kc 250 w unlimited hours—AMENDED: to change frequency from 1400 to 1490 kc.

APRIL 16

AM—1190 kc

United Bcstg. Co., Inc., Silver Spring, Md.—CP new station 690 kc 1 kw and limited hours—AMENDED: to change from 690 to 810 kc and change hours of operation from limited time to daytime—AMENDED: to change frequency from 810 to 1190 kc, make changes in transmitting equipment and change transmitter location.

AM—970 kc

WAAT Newark—CP increase from 1 to 5 kw, install new transmitter and make changes in directional antenna for night use.

AM—1480 kc

WHBC Canton, Ohio—License to cover construction permit which authorized installation of a new transmitter.

AM—700 kc

WLW Cincinnati, Ohio—Voluntary assignment of license to Crosley Bcstg. Corp.

AM—730 kc

WPIK Alexandria, Va.—CP increase power from 250 w to 1 kw and install new transmitter.

Video—76-82 mc

Louis G. Baltimore, Wilkes-Barre, Pa.—CP new commercial television station to be operated on channel 5, 76-82 mc, ESR of 706 and power of aur. 3 kw and vis. 4 kw (peak)—AMENDED: to change frequency from channel 5, 76-82 mc to channel 11, 198-204 mc and change antenna system.

W8XAL Cincinnati—Voluntary assignment of special temporary experimental authorization to Crosley Bcstg. Corp.

WLWE WLWD WLWC WLWF WLWH WLWG WLWI WLWL WLWK WLWJ WLWS WLWO WLWR WLWA WLWB W8XCT W8XFM—Voluntary assignment of license to Crosley Bcstg. Corp.

AM—1490 kc

KBST Big Spring, Tex.—License to cover CP as modified which authorized increase in power and installation of new transmitter.

AM—1490 kc

KPDR Alexandria, La.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—1400 kc

Green Bay Bcstg. Co., Green Bay, Wis.—CP new station on 1400 kc 250 w and unlimited hours—AMENDED: to change transmitter location.

AM—1400 kc

WCBE Inc., Eau Claire, Wis.—CP new station 1400 kc 250 w and unlimited hours (call letters "WBIZ" reserved).

AM—1300 kc

KROP Brawley, Calif.—Modification of CP which authorized a new standard broadcast station for changes in vertical antenna and transmitting equipment.

AM—750 kc

C. Merwin Dobyns, San Bernardino, Calif.—CP new station 750 kc 1 kw and daytime hours.

AM—1220 kc

Millard Kibbe and Donald K. Deming, d/b as D & K Bcstg. Co., Palo Alto, Calif.—CP new station 1220 kc 250 w and daytime hours.

AM—1230 kc

KGAK Gallup, N. M.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—104.3 mc

Siskiyou Bcstg. Co., Yreka, Calif.—CP new community FM station to be operated on channel 282, 104.3 mc.

Applications Received:

FM—Unassigned

Lone Star Bcstg. Co., Fort Worth, Tex.—CP for a new FM station to be operated on frequency and coverage to be determined by FCC.

Petition for Reinstatement and Amendment:

AM—750 kc

Diamond State Broadcast Corp., Dover, Del.—CP new station 1340 kc 100 w and unlimited hours—AMENDED: to change requested frequency from 1340 to 750 kc, power from 100 to 250 w and hours of operation from unlimited time to daytime, and make changes in vertical antenna and ground system.

Applications Tendered for Filing:

AM—1450 kc

Midwestern Bcstg. Co., Alpena, Mich.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Fort Sumter Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w and unlimited hours.

AM—1090 kc

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—CP new station 980 kc 1 kw and daytime hours—AMENDED: to change frequency from 980 to 1090 kc.

FM—Unassigned

Jay R. David, Tiffin, Ohio—CP for a new community FM broadcast station to be operated on frequency to be assigned by FCC.

AM—1190 kc

WBUY Lexington, N. C.—Modification CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—950 kc

Lubbock Bcstg. Co., Lubbock, Tex.—CP new station 960 kc 1 kw and daytime hours—AMENDED: to change frequency from 960 to 950 kc.

AM—640 kc

Mike Benton, d/b as General Bcstg. Co., Atlanta—CP new station 640 kc 1 kw and limited hours—AMENDED: to change hours of operation from limited time to daytime.

FM—Unassigned

Paul Brake, Miami, Fla.—CP new community FM station to be operated on coverage of 1400 sq. mi.—AMENDED: to change class of station from community to metropolitan, change coverage from 1,400 to 1,800 sq. mi., specify type of transmitter and transmitter location, change type of transmitter and specify antenna system.

AM—1490 kc

The KCLC Bcstg. Co. Inc., Wichita, Kan.—CP new station 1490 kc 250 w and unlimited hour—AMENDED: to change type of transmitter and change name of applicant from Adelaide Lillian Carell to the KCLC Bcstg. Co. Inc.

AM—1020 kc

Paul F. McRoy, John H. Searing, and Ann E. Searing, d/b as Southern Illinois Bcstg., partnership, Carbondale, Ill.—CP new station 1020 kc 1 kw and daytime hours. Call letters "WCIL" reserved.

FM—Unassigned

Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Bcstg. Co., Peoria, Ill.—CP new metropolitan FM station.

FM—Unassigned

Springfield Bcstg. Co., Springfield, Mo.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC.

AM—1400 kc

Arizona Radio and Television Inc., Mesa, Ariz.—CP new station 1400 kc 250 w and unlimited hours.

AM—1450 kc

Dan B. Shields, tr/as Utah Valley Bcstg. Co., Provo, Utah—CP new station 1450 kc 250 w and unlimited hours.

Applications Returned:

FM—Unassigned

Penn-Allen Bcstg. Co., Allentown, Pa.—CP new community FM station to be operated on frequency to be assigned by FCC and coverage of 2830 sq. mi.

Application Dismissed:

FM—Unassigned

Curtis P. Ritchie, Pueblo, Col.—CP new high frequency FM broadcast station to be operated on frequency to be assigned by chief engineer of the FCC and coverage of 2,703 sq. mi. (request of applicant).

Petition for Reinstatement:

AM—1490 kc

Sunland Bcstg. Co., El Paso, Tex.—CP new station 1490 kc 250 w and unlimited hours (request of attorney).

Applications Tendered for Filing:

AM—900 kc

Nashua Bcstg. Corp., Nashua, N. H.—CP new station 900 kc 1 kw and daytime hours.

AM—1310 kc

Northern Allegheny Bcstg. Co., Warren, Pa.—CP new station, 1310 kc and daytime hours.

AM—1490 kc

WHBB Selma, Ala.—CP increase power from 100 to 250 w and install new transmitter.

AM—640 kc

Greenville Bcstg. Co., Greenville, S. C.—CP new station, 640 kc, 5 kw and limited hours.

AM—990 kc

Public Radio Corp., Tulsa, Okla.—CP new station, 990 kc, 250 w and daytime hours.

AM—1560 kc

Del Norte Bcstg. Co. Inc., El Paso, Tex.—CP new station, 1560 kc, 500 w night and 1 kw day and unlimited hours.

AM—1280 kc

The Traveler Publishing Co. Inc., Arkansas City, Kan.—CP new station, 1280 kc, 1 kw and daytime hours.

AM—1400 kc

Milburn H. Stuckwish, Charles F. Bruce and F. M. Lindsay, Jr., d/b as a partnership, Centralia, Ill.—CP new station, 1400 kc, 250 w and unlimited hours.

AM—830 kc

Orange County Bcstg. Co., a partnership composed of Carroll R. Hauser, Herbert R. Land and Oscar Kelly, Santa Ana, Calif.—CP new station, 830 kc, 5 kw and daytime hours.

APRIL 17

AM—870 kc

Tube City Bcstg. Co., McKeesport, Pa.—CP new station, 870 kc, 1 kw and daytime hours.—AMENDED: to change frequency from 870 to 890 kc.

AM—940 kc

Hollywood Bcstg. Co., Hollywood, Fla.—CP new station, 940 kc, 1 kw and daytime hours.

AM—1400 kc

WIRA Fort Pierce, Fla.—Modification of CP which authorizes a new standard broadcast station for change in type of transmitter and studio locations.

AM—890 kc

Tom S. Whitehead, Brenham, Tex.—CP new station, 890 kc, 250 w and daytime hours.

AM—1340 kc

Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmet Holmes McMurry Jr., and Frank Wilson Baldwin, a partnership d/b as Radio Services Company of Brookhaven, Mississippi, Brookhaven, Miss.—CP new station, 1340 kc, 250 w and unlimited hours.

FM—Unassigned

KOA Denver, Col.—CP to mount FM antenna on present vertical antenna.

AM—1400 kc

Big Horn Basin Bcstg. Co., Cody, Wyo.—CP new station, 1400 kc, 250 w and unlimited hours. (Facilities to be relinquished by KWYO.)

Applications tendered for filing:

AM—1190 kc

Annapolis Bcstg. Corp., Annapolis, Md.—CP new station, 1190 kc, 1 kw and daytime hours.

AM—1590 kc

Commonwealth Bcstg. Corp., Portsmouth, Va.—CP new station, 1590 kc, 1 kw and daytime hours.

AM—950 kc

WAAF Chicago—CP change hours of operation from daytime to unlimited time, using 1 kw, install new transmitter and directional antenna for night use and change transmitter location.

AM—1480 kc

Edwin Mead, Rockford, Ill.—CP new station, 1480 kc, 500 w and unlimited hours.

AM—1340 kc

Big Sioux Bcstg. Co., Sioux Falls, S. D.—CP new station, 1340 kw, 250 w and unlimited hours.

AM-FM

Associated Broadcasters, Inc., Indianapolis, Ind.—Voluntary assignment of license of AM station WBBW and FM station WABW to Evansville on the Air, Inc.

AM—1190 kc

James E. Murray, Hutchinson, Kan.—CP new station, 1190 kc, 1 kw and daytime hours.

APRIL 18

AM—890 kc

Chesapeake Bcstg. Co., Inc., Washington, D. C.—CP new station, 890 kc, 5 kw and daytime hours.

Video

WLIB Inc., New York—CP new commercial television broadcast station to be operated on Channel 17, 282-288 mc and ESR of 2080.—AMENDED: to change frequency from Channel 17, 282-288 mc to Channel 7, 174-180 mc, ESR from 2080 to 2300, specify type of visual and aural transmitters, make changes in antenna system and change transmitter and studio locations.

AM—1340 kc

KPDN Pampa, Tex.—License to cover CP which authorized an increase in power and installation of new transmitter; authority to determine operating power by direct measurement of antenna power.

AM—1210 kc

Charles A. Sprague, Glenn R. Thayer and William W. Behrman, d/b as WMIL Bcstg. Co., Milwaukee, Wis.—CP new station, 1200 kc, 250 w and daytime hours.—AMENDED: to change frequency from 1200 to 1210 kc.

AM—960 kc

Maricopa Broadcasters, Inc., Phoenix, Ariz.—CP new station, 960 kc, 5 kw; directional antenna night, and unlimited hours.—AMENDED: re stockholders and directors.

AM—1490 kc

Frank A. Van Wagenen and Harold E. Van Wagenen, a partnership d/b as The Central Utah Bcstg. Co., Provo, Utah—CP new station, 1490 kc, 250 w and unlimited hours.

AM—630 kc

Washington Broadcasters, Inc., Spokane, Wash.—CP new station, 630 kc, 5 kw, directional antenna and unlimited hours.—AMENDED: re stockholders and directors.

AM—1130 kc

Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler, d/b as Silver Gate Bcstg. Co., San Diego, Calif.—CP new station, 1240 kc, 250 w and unlimited hours.—AMENDED: to change frequency from 1240 to 1130 kc, change hours from unlimited time to daytime, and to make changes in vertical antenna.

Educational FM

KALW, San Francisco—CP to change frequency from 42.1 to 91.9 mc, transmitter location and make changes in antenna system.

Commercial Video

The Times-Mirror Co., Los Angeles—CP new commercial television broadcast station to be operated on Channel 5, 84-90 mc, ESR of 16,069 and power of Aur: 20 kw, vis: 404 kw (peak).—AMENDED: to change frequency from Channel 5, 84-90 mc to Channel 5, 76-82 mc, transmitter site, change aur. and vis. type transmitters and make changes in antenna systems and change ESR from 16,069 to 14,200.

Application dismissed:

Commercial Video

Louis Wasmer Inc., Spokane, Wash.—CP new commercial television broadcast station to be operated on Channel 1, 50-56 mc and ESR of 760.2. (Request of attorney.)

Applications tendered for filing:

AM—1170 kc

Joseph G. Mathews, E. Judkins Mathews, and John C. Mathews, d/b as Southern Bcstg. Co., Montgomery, Ala.—CP new station, 1170 kc, 10 kw, directional antenna and unlimited hours.

AM—1340 kc

KLIX, Twin Falls, Ida.—CP change frequency from 1490 kc to 1340 kc, install new transmitter, approval of transmitter location and make changes in antenna system.

WJJD Is Authorized To Use 50 kw on Clear

WJJD, the Marshall Field station in Chicago, was authorized by the FCC last week to increase power from 20 to 50 kw on the Class I-A clear channel 1160 kc, continuing limited-time operations protecting KSL Salt Lake City, dominant station on the channel. Mr. Field also owns WSAI Cincinnati and KOIN Portland, Ore.

Two changes from local to regional frequencies were approved. KGKY Scottsbluff, Neb. was authorized to move from 1490 to 1320 kc and increase power from 250 w to 1,000 w fulltime, using directional antenna at night. KWYO Sheridan, Wyo. was authorized to change from 1400 to 1410 kc and boost power from 250 w unlimited time to 1 kw day and 500 w night.

WCOC Meridian, Miss., a regional, was granted construction permit to increase daytime power to 5 kw on 910 kc, continuing nighttime operation with 1 kw.

WATCHES ARE PRESENTED by Edgar L. Bill, WMBD Peoria, president, when employes reach their tenth anniversary with the station. Tenyearites at WMBD watch Russell Ehresman receive his gift. Front row (l to r), Florence Luedeke, sales; Mr. Bill; Mr. Ehresman; Irene Kircher, program dept. Back row, Milton Budd, announcer; Brooks Watson, program manager; Hershel Nolan, custodian; Emil Bill, farm director; Frank McCormick, transmitter engineer; Frank Schroeder, sales; Charles C. Caley, executive vice president.

INS

(Continued from page 15)

weighs local news in importance to such an extent that more than 50% local news on a program would be a disservice to the listener.

Definition of local live news involves complications, INS observes, posing these questions: "Is an announcement made from a local Government bureau office more 'local' than the same announcement made from Washington and carried on the teletype? Is the 'local area' of a station, and therefore its local news coverage area, determined by power of the station, distribution of population, or geographical boundaries? What percentage of available audience must a station hold in a town miles away before that town is considered in the licensee's 'local area' and that town's news happenings considered as 'local news'?"

What About Singers?

Then INS asks this: "If a newscaster is on a 'wire program' because 51% of his news has been taken from a teletype, is a local singer on a 'local live' program although she sings from a sheet of music which has been printed at some far distant point and 'syndicated' to many other stations?"

INS brings out its method of serving stations a complete news report as compared with what it calls ready-made or processed wire reports and programs for stations. FCC's report places all wire services in the same category, INS suggests, contending "its business, service and reputation" are damaged.

For years INS has spent large sums promoting its product as a service best handled as a "local live" program, it argues, as differentiated from the pre-written and pre-edited services. Advantages of this type of service are discussed and quotations are made from INS booklets and advertisements in BROADCASTING. This service requires processing by local news editors, leading to better newscasts and adaptation of domestic and international news to the station's listening area, the brief states.

INS suggests that the Commission "did not mean and did not intend to mean that the licensee producing a news program based on local needs and requirements is not producing a 'local live' program. It further suggests that the FCC "did not mean and did not intend to mean that news programs based on petitioner's service are in the same 'wire program' category with 'canned,' pre-edited, 'syndicated' programs produced by other services."

The FCC is asked to issue further explanations and clarifications to redress the wrong resulting to petitioner from interpretations or misinterpretations of the original definitions of 'wire programs'."

"Local live" program credit should be given, INS proposes, "to the licensee who (a) maintains a contract for a news service of the type produced by petitioner, and (b) maintains a newsroom or news staff for the competent handling of the news service such as that produced by petitioner so that the licensee's listeners are assured a news program of 'non-syndicated' nature in which their interests are cared for."

In any case, INS continues, the FCC should further explain or clarify its definition of "local" news and set a more flexible standard than the 50% basis for determining the news program category.

ABC West Coast Meet

APPROXIMATELY 75 representatives from 15 West Coast affiliated and operated stations of ABC will attend a meeting at Del Monte Lodge, Del Monte, Calif., April 22-23. John Norton, ABC New York vice president in charge of station relations, is to be principal speaker. Presiding over sessions will be Don Searle, ABC Western Division vice president; Fran Conrad, West Coast stations relations manager; Frank Samuels, Western Division sales manager; Jack O'Mara, Western Division sales promotion manager.

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Open Bidding

(*Continued from page 20*)

policy on this subject, we thought best to draw the matter to the attention of your committee. . . .

In his argument Mr. Petty claimed that the Commission already has means of protecting the public interest without invoking the Avco rule, which he maintained is beyond the FCC's statutory authority.

When he contended that "the transferor should be the one to choose the transferee," Chairman Denny inquired: "Why is the transferor better qualified to do that than an agency set up by Congress?" Mr. Petty said he did not think the question was applicable to the problem at hand.

Mr. Denny posed a hypothetical question: If six purchasers apply for a station and the one chosen by the transferor is found to be barely qualified while another is eminently qualified, is it the Commission's function to select the one best qualified?

Mr. Petty did not reply directly.

Durr Question

During the discussion on FCC authority, Comr. Durr asked what the NAB's position would be toward a Congressional bill delegating the authority to the Commission. Mr. Petty said he was not in a position to say, but that he was sure NAB would take a fair position and seek to gather facts from the field.

Asked for his opinion on a specific phase of the Communications Act, he replied that the Act was highly complicated, that he had been NAB general counsel for only two and a half months, and that until then he had never read the Act.

He said that from sampling the radio industry, and from complaints and expressions of concern from the industry, NAB believed the rule would be "actually harmful." It would, he said, bring "speculative capital" into the industry with a resulting lessening of research, and that deterioration of service would result.

If Congress had intended to give FCC such powers, he said, it would have done so specifically. Comr. Jett responded that the Communications Act does give the Commission the right to make rules to serve the public interest. Earlier, Mr. Petty questioned the meaning of the term "in the public interest," saying he had never heard it clearly defined.

Chairman Denny noted that the proposed rule does not require a transferor to sell to the transferee chosen by the Commission, pointing out that when FCC approves transfer to a competing rather than the original applicant, final consent will depend upon the seller and the approved applicant signing and submitting a contract within 30 days. Mr. Petty replied that the rule nevertheless "gives the Commission the power to select the transferee."

Under a strict deadline set by the FCC for completion of the hearing, Mr. Petty was forced to cut short his presentation to permit brief arguments by Messrs. Segal and Lovett. Mr. Segal pointed out that in the Sioux Falls case the owner had willed his interest to his son and daughter and that now, following his death, the rule would not permit the executors to transfer the interest to the beneficiaries without offering it to the public. If the Commission should approve a competing applicant, he said, the executors would still be prohibited by law from turning the property over to anyone except the beneficiaries named in the will.

Mr. Lovett took a similar position in opposing application of the rule in transfers to trustees.

KLUF Galveston, Texas, had filed a brief against adoption of the rule but was not represented at the hearing.

CASSIDY, SHEFFER REASSIGNED AT WLW

Mr. Cassidy

Mr. Sheffer

JAMES CASSIDY last Wednesday was named public relations director of WLW Cincinnati. At the same time, A. E. (Tony) Sheffer was appointed public relations and food merchandising consultant to the station. Both appointments are effective May 1.

Mr. Cassidy, former war correspondent, and recently news commentator for WLW, is taking over Mr. Sheffer's former duties as public relations director. Mr. Sheffer was named to that post last summer after serving as administrative assistant to James D. Shouse, vice president of Crosley Corp. in charge of broadcasting. According to Mr. Shouse, the realignment for Mr. Sheffer will allow him to resume as managing director of the Cincinnati Retail Grocers Pure Food and Health Exposition, to be resumed after a lapse due to the war.

WLW publicity department will continue under the direction of William L. Barrow. William McCluskey will continue as head of the WLW talent exploitation department. Both are under public relations.

AMA Conference

AMERICAN MARKETING Assn. will hold its national conference May 16-17 at Statler Hotel, Boston. "Television . . . Its Impact on Postwar Marketing" is one of topics to be discussed.

Puerto Rico Case Argument Heard

Proposed FCC Approval of WPRP Sale Aired

ORAL ARGUMENT on FCC's proposed decision to approve the sale of WPRP Ponce, Puerto Rico, to the Voice of Porto Rico Inc. and deny the frequency to another applicant, Consolidated Broadcasting Corp., was conducted before the Commission en banc last Wednesday.

The proposed decision [BROADCASTING, Feb. 11] looked to approval of the assignment of the 250-w outlet from Julio M. Conesa for $30,000. Mr. Conesa owns 25% of stock in the Voice of Porto Rico, which Frank Stollenwerck, counsel for Consolidated, contended is otherwise owned by a "powerful group" of men inexperienced in radio.

Has Good Record

Mr. Stollenwerck pointed out that Ralph Perez Perry, president and controlling stockholder of Consolidated, "has a long record of qualifications" as a broadcaster. He questioned whether the Commission should "sidetrack" an applicant with Mr. Perry's qualifications in favor of inexperienced applicants associated with one who has violated FCC standards "over a period of years," as he claimed Mr. Conesa has done.

William C. Koplovitz, representing Voice of Porto Rico, replied that FCC had concluded both applicants are qualified and said Voice of Porto Rico would employ technical consultants in Puerto Rico and in Washington in an effort to avoid any repetition of 'past difficulties." If Mr. Conesa's license for WPRP is not renewed, he said, Voice of Porto Rico has a contract to buy WPRP's equipment for $30,000.

The Commission's proposed decision based approval of the assignment to Voice of Porto Rico and denial of Consolidated's application for WPRP's 1420 kc frequency in Ponce on the fact that the former firm is locally owned and Consolidated is not, and on a disposition against "latent possibilities" of concentration of control, inasmuch as Mr. Perry, head of Consolidated, was also 49% owner of WKVM Arecibo and associated with WPRA Mayaguez. Mr. Stollenwerck said a contemplated shift would leave him associated with only one of the two. There are seven stations in Puerto Rico.

Pearson Award

DREW PEARSON, ABC network commentator, on April 30 will receive the first B'nai B'rith journalistic award of merit at a dinner at the Broadwood Hotel, New York, as the journalist-commentator who made the greatest contribution toward "democracy in action" throughout the year.

Petrillo

(Continued from page 17)

the result of the initial meeting, which was held at his office.

NAB is preparing an analysis of the anti-Petrillo law and its effect on industry operations. Ivar H. Peterson, assistant director of the Employe-Employer Relations Dept., is handling the project, which is slated to be completed this week.

Under Public Law No. 344, use of coercion "or other means" to force broadcasters to employ more persons than needed, to pay for services not performed, pay for the privilege of broadcasting recordings (other than regular fees), or pay more than once for services performed, becomes unlawful. The law also makes it illegal to interfere with the broadcast of noncommercial educational or cultural programs.

Under the law, students at the Interlochen, Mich. National Music Camp may broadcast without legal interference from the AFM. Whether broadcasts of the future will be affected because the music camp president, Dr. Joseph E. Maddy, is no longer a union musician, had not been determined last week.

Dr. Maddy was expelled from the AFM after 37 years [BROADCASTING, Jan. 28]. He charged that he was "fired" from the union because of Mr. Petrillo. NBC, which carried the National Music Camp broadcasts until 1942, when the AFM objected, had made no plans last week to resume the broadcasts. Network officials said future policy would depend upon an interpretation of the law by the NBC legal department.

Although the Lea bill became Section 506 of the Communications Act, the FCC is not charged with its enforcement, according to Rep. Clarence F. Lea (D-Cal.), its author. The Commission, he explained, has no punitive powers.

Dept. of Justice Will Enforce

Violations will be prosecuted by the Dept. of Justice in the district in which they occur. For instance, if a broadcaster feels that the AFM or any other organization is attempting to coerce or force him into employing more persons than he needs, or if he is threatened with strike for failure to comply with any demands contrary to the law, he would report the alleged violations to the U. S. District Attorney assigned to his district.

Upon investigation, the District Attorney, if he feels the case warrants prosecution under the act, takes necessary steps in the Federal District Court.

Last week the question arose: "Is the language of the law broad enough to cover secondary boycotts against networks for failure of an affiliate licensee to comply with demands deemed unlawful in the Act?"

To that question Rep. Lea pointed to Section (b) of the law, which states: "It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person . . ."

"Any other person" would cover, for instance, a boycott or threatened strike against a network should an affiliate fail to employ union musicians, as demanded late last year by Mr. Petrillo, according to Rep. Lea.

Pro and Con OPA

AT THE HEIGHT of the controversy last week over passage of the House bill crippling the OPA, Chester Bowles, Economic Stabilization Director, presented the OPA's side of the issue over the full NBC net. Network cancelled *Mr. District Attorney* at 9:30 p. m., Wednesday for talk. Friday night, 9:30, NBC, Rep. Jesse P. Wolcott (R-Mich.) presented reasons for passage of the bill. Talks originated at WRC Washington.

Peabody Presentation Will be Made April 24

PRESENTATION of the George Foster Peabody radio awards will be made at a dinner at the Hotel Roosevelt, New York, April 24 at 7 p. m. Tickets for the dinner are available through the Peabody dinner committee, Room 902, 535 5th Ave., New York.

Mayor Earl Glade, of Salt Lake City, former chairman of the code committee of the NAB, will be principal speaker at the dinner. Another talk will be made by Justin Miller, NAB president. Awards will be presented by Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody board.

Small Market Station Committee in Session

FIRST reports covering the NAB's station management study, conducted under direction of Arthur C. Stringer, director of promotion, will be given at the April 22-24 meeting of the Small Market Stations Executive Committee at the Hotel Statler, Washington. Mr. Stringer has made five extensive studies of station operations and will report on his findings. In no case will identity of stations be revealed.

Problems on the committee agenda include engineering requirements, BMB, local news programs, personnel training, publicity, promotion, employe relations, group selling and syndicated programs. Marshall H. Pengra, KRNR Roseburg, Ore., will preside. J. Allen Brown is in charge of NAB activities for small market stations.

Loan Is Negotiated By Westinghouse

$80,000,000 Needed to Meet Obligations and Expansion

STRIKE-BOUND for three months, Westinghouse Electric Corp. last week announced it was negotiating an $80,000,000 bank loan to meet financial obligations and to enable the company to proceed with a $58,000,000 expansion and improvement program in 1946.

Announcement of the loan was made by President Gwilym A. Price in a statement to stockholders at an annual meeting in Pittsburgh.

Mr. Price said it was impossible to render a complete report on the company's business during the first quarter of this year, while most of its plants have been on strike, but he estimated that "net sales, billed during January, February and March averaged about $10,000,000 a month." That figure was compared with average monthly billings of more than $57,000,000 in 1945.

Pay roll and other financial obligations necessitate the $80,000,000 bank loan, he said. The loan will be for a two-year period with an option to renew for three additional years.

Porter Says House Bill Would Raise Set Prices

PRICES of radio receivers would temporarily be blown "sky high" if the House version of the OPA bill became law, OPA Administrator Paul A. Porter said Thursday in commenting on the bill. Along with other household appliances, which must undergo a period of temporarily high cost before their output hits a high level, set prices would soar for a while with lifting of some of OPA's ceilings, he added.

Mr. Porter said elimination of cost absorption in retailing would cost consumers large sums on such products as autos and household appliances.

Radio Manufacturer's Assn. had no comment on Mr. Porter's statement but pointed out that it will meet Tuesday and Wednesday with OPA officials to discuss prices of sets and components. OPA is understood to be planning an increase in set prices based on wage increases (see story, page 65).

White House Food Plea

WORLDWIDE coverage was given a special White House broadcast Friday, 7-7:30 p.m., in which President Truman and others made an appeal for tightening of belts. The four American networks, State Dept. facilities and foreign stations carried the broadcast. Among speakers scheduled were former President Herbert Hoover from Cairo; Fiorello LaGuardia, UNRRA director, and Secretary of Agriculture Clinton Anderson.

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Help Wanted

Competent disc jockey with successful program record for a Rocky Mountain 5 kw network station. Send details to Box 93, BROADCASTING.

Qualified engineer for technical director of mountain states 5 kw station. Must have college degree or equivalent, practical experience with general knowledge of AM, FM, television, antennas and studio layouts. Address correspondence to Box 94, BROADCASTING.

Radio salesman wanted by progressive Texas station. Give complete history. Box 97, BROADCASTING.

Texas station has opening for experienced announcer. Apply Box 98, BROADCASTING.

Wanted—Two experienced radio salesmen to travel and sell transcribed radio programs. Two choice territories open. Salary—bonus expense basis. Box 147, BROADCASTING.

Wanted—Announcers, commercial manager, program manager, engineer—technician, other station personnel, interested in financing and organizing company with intention in applying for construction permit for new AM and FM station. Good location. Box 152, BROADCASTING.

Wanted—Announcer for position on Virginia ABC station. Send audition record, photo and expected salary first letter. Box 153, BROADCASTING.

Woman radio director, department store, to supervise complete radio schedule. Broadcast and copy-writing experience necessary. Must have radio experience in SE Pennsylvania area. Start $210 monthly. Box 174, BROADCASTING.

New 250 watt Wyoming station wants experienced manager. Write Box 177, BROADCASTING giving full qualifications and experience. Also enclose picture.

Wanted—Immediately—Announcer with solid voice for staff on progressive and well-rated Mutual station. New audience show starts soon so need is urgent for first class man. Air Express audition disc containing commercials, platter chatter, news and full particulars to Al Collins, Prod. Mgr., KALL, Salt Lake City, Utah.

Salesman—commercial manager. 250 watt CBS affiliate Florida station has opening for experienced radio salesman who can take charge of commercial department. Have experienced copywriter, therefore the man (or woman) we want can devote entire time to selling and servicing small town accounts. Must have energy, ability and good personality. Car essential. Salary basis—permanent. Send full particulars, including past experience, references, photo, and salary expected, in first letter to WSPB, Sarasota, Florida.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Wanted—New Songs!! Send penny postcard with name and address. Orpheum Music Pub., 330 N. Western Ave., Los Angeles, 4, Calif.

Need experienced commercial man to handle local business. Want man with proven results and good sales record. NBC station that believes in going after business. Give full experience, references and salary expected first letter. KTBS, Shreveport, Louisiana.

Combination announcer, first class operator. Willing train veteran on announcing if qualified send photo audition disc. Radio KDFN, Casper, Wyoming.

Complete staff for new radio station in Houma, La., population 20,000, P. O. Box 1587, Baton Rouge, La.

Working commercial manager wanted. Local west coast, NBC affiliate serving 100,000 radio families has excellent opportunity for family man with car. Capable earning $500 per month maximum on salary commission basis with immediate possibility greater earnings on basis of performance. Minimum five years successful time sales with emphasis on program sales as well as announcements a definite requirement. Wire, write or phone, KCRA, Sacramento, California.

Manager for new station in Houma, La., population 20,000, P. O. Box 1587, Baton Rouge, La.

Situations Wanted

PT boat veteran, seven years in radio, writer, announcer, producer, emcee, desires position with eastern station, network affiliate. College graduate, married, age 27. Will be east in May, available for interview. Box 121, BROADCASTING.

Transmitter engineer, 1st class, present chief 1 kw ABC midwest. Married, 28, references. Leaving for veteran, available June 1st. Box 125, BROADCASTING.

Veteran, 27, 1st phone license, desires start as engineer in midwest. 3½ years university, 1 year Navy radio training. Will work control room. Box 133, BROADCASTING.

Program director now connected metropolitan key network station. Experienced all phases operations and administration. Box 134, BROADCASTING.

First class radiotelephone since 1941. Two years commercial broadcast experience plus three years Naval radio experience. Honorably discharged. Experience with numerous late model transmitters of many types ranging up to 5000 watts power. Just returned from overseas and would like to start work in about 30 days preferably in Texas area. Box 137, BROADCASTING.

Radio-public relations. Leaving Navy Public Relations this month. Was Public Relations Director, city of Boston; four years announcing, editor printing magazine two years, writer for ten years, public relations for past five years. Have PR campaign ready for regional network or large station. Box 143, BROADCASTING.

Announcer-producer-veteran, 24, single. Experience: announcing, directing, acting. Excellent voice, energetic, good ad-libber. Radio station, theatre, college background. Recent radio academic activities with NBC, Columbia U., N. Y. Television Workshop. Desire permanent staff position progressive organization anywhere. Furnish details, photo, recordings on request. Box 146, BROADCASTING.

Sports announcer—Play by play. Newscaster & writer. Established name. Box 148, BROADCASTING.

Veteran—Sports announcing my specialty. Baseball, basketball, football, etc. Will go anywhere. Married, age 24, Box 150, BROADCASTING.

One man cyclone! Programming, commercial work, service accounts, contact man, copy writing, continuity, announcing, time salesman, concrete production experience in all phases. Prefer small independent. Would like to manage your station, without interference. Age 31. Tee-totaler. Have car. Available 10 days. Box 155, BROADCASTING.

Announcer—Four years experience, 22 years old. Also time salesman. Available immediately. Southeast only. Box 156, BROADCASTING.

Situations Wanted (Cont'd)

Here's what I do. Platter shows mixed with live talent. One man show with excellent sales record. Phone quiz a bit different. MC live shows. At present with large eastern station. Interested? Box 154, BROADCASTING.

Announcer—Veteran, 22, single, experienced 1 kw commercials, news, record shows, and control board. Transcription and references on request. Box 157, BROADCASTING.

1st class operator seeking position in broadcasting station; single, 19 years of age, and free to travel. All I ask is an opportunity. Box 158, BROADCASTING.

Girl with three years experience in radio wants job doing station promotion or publicity work, or as assistant to promotion director. Can also do secretarial work. If interested write to Box 159, BROADCASTING.

Standby! Versatile network announcer, veteran, age 26, married, presently employed on west coast desires executive position with exceptionally progressive station. Thoroughly experienced in every phase of broadcasting and complete television experience (directing and producing). Award winner for outstanding voice. Previous to network was employed by three 50,000 watt stations. Excellent references from any of my former employers. I am looking for a position that will be permanent with a profitable and secure future: to start, must have two year contract with yearly options thereafter which must include suitable raises in salary. Details on request with photo. Box 160, BROADCASTING.

Writer-Announcer. Veteran. Excellent knowledge radio technique. Network experience guest relations, script, writing, public service. Newspaper background. Conscientious, stable, ready, willing and able. Will go anywhere. Box 161, BROADCASTING.

Announcer-writer. Four years of experience. Specialize in advertising copy and program script and ideas. Twenty-four years, single. Transcription available on request. Box 162, BROADCASTING.

Announcer—Experienced, married man desires permanent all around announcing position. Box 163, BROADCASTING.

Chief engineer desires change. Veteran with college education and 8 years experience in operation, maintenance, allocation and construction of both AM and FM. Single, 28. Will go anywhere. Highest references. Minimum $400. Box 164, BROADCASTING.

Traffic secretary. Four years experience in network and local traffic, bookkeeping. Single, 25. References. Box 165, BROADCASTING.

Announcer—producer—director. In radio game ten years. The field's flooded with availabilities. When you choose a man for your staff think of permanency and familiarity of the business. Announcing, continuity, directing and producing childrens' programs, remotes, variety shows, morning clock, newscasts, write and direct. Box 166, BROADCASTING.

How did you get started? Lt., degree from Syracuse U., Journalism, seeks position script-writing for small radio station. About to be discharged after 5 years Army. Definitely talented. Box 167, BROADCASTING.

Situations Wanted (Cont'd)

Radio engineer with eleven years experience wants position as chief in small station or operating engineer in large. Must be in southwest or deep south. Best of references. Box 168, BROADCASTING.

Announcer—Experienced, news, record shows, continuity writing. Knowledge all types music. Perfect network voice. Available immediately. Single. Travel anywhere in U. S. Box 169, BROADCASTING.

Manager eleven years successful experience all phases radio seeks permanent connection with progressive AM or FM station. Box 170, BROADCASTING.

Announcer—Ambitious, conscientious, young man, 28, college education, with "plenty on the ball" wants opportunity to prove himself for aggressive radio station. Box 172, BROADCASTING.

Experienced music director-librarian seeks advancement. Offers complete music programming service to forward-looking station. Knows music from Pythagoras to Prokofieff, Bach to Woody Herman and Frank Sinatra. Lecturer in musical subjects. Classically-trained organist, accompanist. Qualified announcer, jockey, writer. Plenty of ideas. Married. Box 175, BROADCASTING.

Announcer wants job, any location. Married, age 28, ex-serviceman, 3 years experience at all-around staff work; news, commercials, morning shows, special events, remotes, turntables and boards, etc. Want permanent location. Box 176. BROADCASTING.

Need competent, experienced announcer-continuity man? G.I. Bill stands ready to help you hire me at reduced salary. Box 178, BROADCASTING.

Production man—Theatre background. 10 years diversified experience in small and large stations. Desires position with network, agency or large station. Family man. Box 180, BROADCASTING.

Program director—Veteran with progressive ideas for local program development—with emphasis on public service. Prefer station in community of 250,000 or greater. Five years station experience. Just out of uniform and eager to get going. Box 181, BROADCASTING.

Engineer—Studying law mornings; E.E. graduate (R.P.I.), telephone license (1st) 8 years. Available afternoons, nights, and weekends. New York or Brooklyn vicinity. Seeking permanent position where legal-engineering background is requisite. Box 183, BROADCASTING.

PROGRAM MANAGER

● wants progressive standard or FM station—wide experience standard, FM and short wave—thorough background programming, publicity, news and special events—officer veteran—family man—college graduate—excellent references. Box 149, BROADCASTING.

Station Manager and Announcer for new 250 watt station under construction in Middle South. This is a permanent connection with a future. Top salary and commission. If you are the man, tell us about your qualifications and experience. Box 182, BROADCASTING.

$400,000.00 YEAR VOLUME ON 250 WATTER

The Commercial Mgr., who did this, also has experience on 5000 watt regional and regional network as well as on a 50,000 watter. His program ideas produce. Is interested in connection on percentage or bonus basis, or, will purchase working interest. Box 131, BROADCASTING.

SOME DAY

You will be glad you answered this ad. The applicant, age, 28, is a talented WRITER, PRODUCER of dramatic, documentary and other creative shows with local network and free lance experience. He seeks a position to build creative programs of highest quality for PROGRESSIVE station, network or agency. Imaginative, original, inspiring. Best of references. Scripts and audition records furnished. Write today to Box 79, BROADCASTING.

Radio Engineers Wanted

for Immediate Employment

College degree essential, supplemented by active engineering experience. Salary commensurate with training and experience. Company displays 5-star "E" flag. Is small enough to assure recognition and promotion to qualified men.

Write J. E. Richardson, including résumé of training, experience and personal history.

Air-Track Manufacturing Co.

A Division of Aerodynamic Research Corporation

5009 Calvert Road • College Park, Md. • WAfield 9200

Situations Wanted (Cont'd)

Two man package—ad-lib M.C. and scriptwriter. Platter chatter M. C. metropolitan experience 4 years. Best references. Proven letter pull personality and sales stimulator, 3 daily shows. Highest listening in present area. Scripter versed in all types of radio writing. Veteran, 27, stable, imaginative. Box 184, BROADCASTING.

Production manager—10 years' experience writing, producing and announcing radio programs; seek permanent station or agency position. Prefer east but will go anywhere. Married, age 26. William Riemer, 55 E. 10th St., New York City.

Broadcasting executive, veteran, 39, with 13 ears substantial experience, all phases of station management, available immediately. Interested in station, network, or agency connection. Has built and managed major stations and regional network. If a seasoned radio man with the all-around knowhow, the hard-hitting initiative, and the down-to-earth stability to take hold of a job and successfully see it through can contribute to your plans, a wire or letter will bring you detailed information and pave the way for an early interview in your office. Salary? Let's talk it over. Box 192, BROADCASTING.

Manager-Commercial manager. Seven years radio sales and production experience. Presently employed as Chicago advertising agency radio director. Veteran. Box 185, BROADCASTING.

Veteran now managing southern local desires management new station southwest or west. Box 186, BROADCASTING.

Ex-serviceman. Five years radio. Local sales and production. Net announcing and engineering. Desire sales or production position in Washington, D. C. Single, age 26, excellent references, clean record, neat appearance. Box 187, BROADCASTING.

Experienced woman broadcaster six years work in radio. Can write own copy. Audition transcription available. Box 188, BROADCASTING.

Experienced newscaster five years commercial, four years army. Box 189, BROADCASTING.

Time buyer—Exceptionally experienced in network and station coverage, with sound knowledge of markets and general listening habits. Familiar with New York agency and network business. Age 30, married. Qualification resume available. Box 190, BROADCASTING.

Technician—Transmitter and or studio. Available immediately. First class license. No preference to location. Box 191, BROADCASTING.

For Sale

5 kw modified Western Electric AM transmitter complete with two sets tubes. Unused since laboratory modification. Condition excellent. Price $13,750. Box 139, BROADCASTING.

New RCA 170A Audio Chanalyst, complete and in original carton. Box 171, BROADCASTING.

4 250 foot guyed towers complete with insulators and cables. Towers are new and crated for shipment. Box 173, BROADCASTING.

For sale—Used 1000 watt Western Electric transmitter complete. Good condition, ready for shipment. Burl C. Hagadone, Station KVNI, Coeur d'Alene, Idaho.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transformers for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Willat, 1414 N. Harper Ave., Los Angeles 46, Calif.

Wanted to Buy

Wanted to buy—400 foot used tower in good condition. Please state age, present condition, price and location and other details first letter, Box 124, BROADCASTING.

2 RCA Universal pickup kits, type MI 4875-C. Wire or write best price to Paul Lindsay, Chief Engineer, WHEB, Portsmouth, N. H.

Field intensity meter and RF Bridge, KSAN, San Francisco.

Miscellaneous

Have funds to invest with other interested parties in forming organization to apply for construction permit for new AM and FM station. Box 151, BROADCASTING.

FULL COVERAGE SET ON MARITIME MEET

MARITIME Conference of the International Labor Organization, to be held in Seattle June 6-21, will be fully covered by radio and the press. With representatives from 46 countries in attendance, meeting will seek worldwide stabilization of seamen's wages. All networks, including BBC, are scheduled to cover proceedings.

Washington State Broadcasters Assn. has selected a committee of radio people who will act as a channeling body for all news and special events relative to the sessions. Tom Olson, association president, will represent radio on IMC Host Committee. Working radio committee under his direction include: Paul E. Moore, KJR, chairman; Richard E. Green, KOMO, secretary; Carol Foster, KIRO; Kirby Torrence, KEVR, and Jerry Morris, KOL, all Seattle stations.

Committee in addition to acting as clearing house for networks, BBC and independents, will plan transcribed pre-convention program releases to be made available to Northwest stations. Special broadcast booths are being arranged at Civic Auditorium, scene of conference.

Four NBC Replacements Announced for Summer

FOUR summer replacements for NBC programs were announced in Chicago Thursday by Paul McCluer, NBC Central Division sales manager. *Life in Your Hands*, written by Earle Stanley Gardner, author of Perry Mason stories, replaces Brown & Williamson Tobacco Corp.'s *Penguin Room*, starring Hildegarde. Starting date undetermined, probably in June. Replacement will originate in Chicago.

Other Brown & Williamson replacements: *Evening With Romberg* for *Red Skelton Show*, from New York, effective June 11; *Vacation With Music* for *People Are Funny* for seven weeks, beginning Aug. 2. Agency, Russel M. Seeds Co., Chicago.

NBC also announced *Rogues Gallery*, now on MBS, 7:30-8 p. m. (CST) Thursday, replaces *Fitch Bandwagon*, but MBS said *Rogues Gallery* continues on Mutual, giving Fitch two networks for one program. Date undetermined.

Allen Produces Show

SHANNON ALLEN, formerly in charge of radio and television for Interior Dept., and now head of Shannon Allen Associates, is to put on a special program for the U. S. Chamber of Commerce Convention in Atlantic City April 30. Production is to be coordinated effect using techniques of radio, stage and screen. Built around the theme of American production, the pageant will present live talent against the background of an impressionistic film on America, while a narrator coordinates the idea, tying in with songs of American production. Complete program will be recorded, and may be made available to stations.

Fitzpatrick, St. Louis Post Dispatch
More Balance Please!

CURTIS FIRM SEEKS TO BUY WBBW-WABW

CURTIS Radiocasting Corp., owner of WBOW Terre Haute, WGBF-WEOA Evansville and WMLL, Evansville FM station, will acquire WABW Indianapolis (FM) and WBBW Indianapolis, new daytime station authorized by the FCC in January, if the Commission approves an assignment application filed last week.

The proposed assignment is from Associated Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc [BROADCASTING, Feb. 4], to Evansville on the Air Inc., licensee of WGBF-WEOA and WMLL. Curtis Radiocasting owns controlling interest in Evansville on the Air Inc.

Stock interests in Curtis Radiocasting would be issued as consideration for the transfer.

The application notes that Associated is being sued by Martin R. Williams for $7,500 allegedly due in wages, but that the suit is being contested as "unfounded." The Evansville licensee plans to withdraw its application for an FM outlet at Glenwood, Ind., if the assignment is approved.

Evansville on the Air has been ordered to dispose of WGBF or WEOA under the FCC's duopoly rule [BROADCASTING, April 1].

WBBW was authorized to operate with 250 w on 1550 kc, daytime only. WABW has been on the air since last October.

Alvin Q. Eades, Evansville bakery executive, is president of Evansville on the Air. Henry B. Walker is vice president and Clarence Leich, general manager of WGBF-WEOA, is secretary-treasurer. Principals of Associated are M. J. McKee, Indianapolis businessman (25%); Benjamin L. Tamney and Thompson Kurrie (22% each); R. M. Crandall (19%); M. R. Williams (8%); Doris Coffey (4%).

NEW COMPANY FILES FOR ALBANY OUTLET

CHAMPLAIN Valley Broadcasting Corp., a new organization headed by Stephen R. Rintoul, has filed an application for a 10,000 w station at Albany, N. Y., to operate fulltime on 850 kc.

Corporation, which has temporary offices at 598 Madison Ave., New York, has acquired a 130-acre site south of Albany. Company is incorporated for $200,000. Construction cost is estimated at $126,850.

Mr. Rintoul, president and treasurer of the corporation, with 57½% of the stock, resigned Feb. 15 from the Katz Agency, station representative organization, after more than eight years, to prosecute this new station. Before joining Katz he had been station relations manager of World Broadcasting System. From September 1941 to December 1945 he was owner of WSRR Stamford, Conn., now WSTC.

Vice president of the new company, with 20% of stock, is Trell W. Yocum, chairman of the board of Ridgway, Ferry & Yocum, New York advertising agency. Until the end of last year he was executive vice president of Compton Adv. Inc. Carlos Franco, associate director of radio in charge of station relations for Young & Rubicam, is secretary of the applicant, holding 12½% of the stock. Mrs. Mary B. Rintoul and Mrs. Helen W. Yocum hold 5% each.

Three Join Agency

CARL R. GIEGERICH, Russell V. Stone and Bob Carley, formerly in the Army where they served in the creative unit, have joined Cecil & Presbrey, New York, as account executives. They will also handle new business activities. Mr. Giegerich, who served as a major and was chief of the programs and promotion section, was an account executive at Newell-Emmett Co., New York before entering the Army. Mr. Stone, also a former major, supervised the programs and promotion section in New York. Previously he was with Western Printing & Lithographing Company, New York. Mr. Carley, a lieutenant, with the office of the fiscal director, ASF, was an account executive at BBDO, New York, before the war.

Raymond D. Hutchens

RAYMOND D. HUTCHENS, editor of *Relay*, a publication of RCA Communications Inc., died April 16 at Polyclinic Hospital, New York, a few hours after suffering a heart attack. He was 41 years old. Born in Chicago, Mr. Hutchens joined RCA in 1928 as a technician in the radiophoto department after serving for several years as a radio operator on ships. He was transferred to the New York offices of RCA in 1940 to establish and edit *Relay*. He is survived by his wife, Gertrude D. Hutchens.

Seven More Standard Outlets Granted

Regional Station Given Wailuku, Hawaii Applicant

GRANTS for a new regional station in Hawaii, and one daytime regional and five fulltime local outlets in the U. S. were approved by the FCC last Wednesday. Construction costs covered by the applications exceed $200,000.

Maui Publishing Co. Ltd., publisher of daily *Maui News*, was authorized to use 550 kc with 1 kw fulltime for a new station at Wailuku, Hawaii. The firm is owned by 21 stockholders, headed by J. Walter Cameron who holds a 27.3% interest. Cost of the outlet was estimated at $45,250. Call letters KMVI were requested.

Santa Clara Broadcasting Co. was authorized to build a station at San Jose, Calif., to operate on 1590 kc with 1 kw, daytime only. The grantee firm is principally owned (66%) by Redwood Broadcasting Co., licensee of KIEM Eureka, Calif., and half owner of KUIN Grants Pass, Ore. R. B. Walker of San Jose is president. Cost was estimated at $39,300.

New Mexico Publishing Co., Santa Fe, was granted use of 1400 kc for a 250-w fulltime station at Santa Fe. Frank C. Rand, also associated with other applicants for outlets in New Mexico and Texas, is president and 99% owner of the publishing firm. C. B. Floyd of Santa Fe is proposed manager of the station, which is expected to cost $63,000.

Joseph F. Biddle Publishing Co., publisher of the *Huntingdon* (Pa.) *Daily News*, received a construction permit for a Huntingdon station to use 1400 kc with 250 w fulltime. John H. Biddle, president of J. H. Biddle Publishing Co., half owner of Inquirer Publishing Co. at Bedford, Pa., and 22½% owner of Progressive Publishing Co. at Clearfield, Pa., is president and owns 17% of stock in the Huntingdon firm. Similar interests are held by Anne B. Pullinger, Josephine B. McMeen, Sarah B. Ten Eyck, and Elizabeth B. McKee. The station is expected to cost $16,407.

F. R. Pidcock Sr. and James M. Wilder, an equal partnership doing business as Georgia Broadcasting Co., were authorized to construct a 250-w fulltime station at Savannah, Ga., operating on 1230 kc. Mr. Pidcock formerly owned WMGA Moultrie, now owned by his son, John F., and holds a grant for an FM station there. Mr. Wilder has been associated with WMGA as chief engineer, announcer and salesman. They estimated the new station would cost $14,200.

Union City (Tenn.) Broadcasting Co. received a grant for a new Union City outlet to operate fulltime on 1240 kc with 250 w. B. Cary Brummel, chief engineer of WTJS Jackson, Tenn., since 1931, is president and owns 40% interest, while A. B. Robinson, WTJS commercial manager and 20% owner of WCMA Corinth, Miss., owns 50% and is secretary-treasurer. H. G. Gilland of Jackson, Tenn., owns 10% and is vice president. Station's cost was estimated at $12,819.

John Raymond Barlett, manager of WGOV Valdosta, Ga., and formerly associated with WINX and CBS-Washington and stations in Mississippi, Alabama and Georgia, was authorized to construct a station at Quitman, Ga., operating on 1490 kc with 250 w unlimited time. Mr. Barlett owns a radio production agency, Radio South, in which name the construction permit was issued. He estimated cost of the station at $11,000.

Chester Honored

C. M. CHESTER, since November 1943 chairman of the executive committee of General Foods Corp., was elected honorary chairman of the corporation at a meeting of the board of directors last week. Mr. Chester, who will continue his active directorship, has been chief executive officer of the company since 1924. He was president of General Foods 1924-1935, chairman of the board 1935-1943.

Board Suggests Realignment Of CAB Functions in Report

SPECIFICATIONS for an ideal program rating service were drafted by the committee appointed by the board of governors of the Cooperative Analysis of Broadcasting to study the subject and to report on "future objectives, technical and administrative policies of the CAB." They are:

(a) A measurement in absolute terms, i. e., a rating which can properly be projected against the total number of radio homes in the area reached by the stations carrying the program. This requires a properly stratified national sample, giving proper weight to urban centers, small towns, and rural areas; to all income brackets, specifically including non-telephone as well as telephone homes; to areas receiving excellent multi-station coverage ranging down in proper proportion to areas remote from transmitters.

Cover All Broadcasts

(b) A measurement which covers all broadcasts of a program, not one week of two or two of four. While this is ideal, it can be compromised if economic factors make the cost of weekly measurement prohibitive.

(c) A measurement which is speedy, with ratings available within a few days after each broadcast. In considering renewals for time, talent, writers, musical features, etc., agencies and advertisers need the most current data available if occasional costly mistakes are to be avoided.

(d) A measurement which holds consistent and unmistakable trends, so that non-statistically-minded advertisers are not confused by variations in ratings which do not necessarily represent actual changes in a program's popularity, but may represent merely the variations between successive random samples.

Committee, comprising Edgar Kobak, president of Mutual; Thomas D'A. Brophy, president of Kenyon & Eckhardt; and Robert F. Elder, assistant to the president, Lever Bros. Co., pointed out while "it may not be possible to achieve this ideal completely at this time, we think it offers a practical goal to shoot at."

Report was distributed last week to CAB members by Bernard C. Duffy, BBDO president and chairman of the CAB board, which had previously released an outline of its findings [BROADCASTING, April 8].

Committee recommended a reorganization of the CAB into a standard setting body with the broad function "to see that there exist the data necessary for advertisers and agencies to evaluate the efficiency with which they are utilizing the potentialities they buy from broadcasters." This function, committee stated, "should be primarily controlled by advertisers and agencies, with representation and contributions by stations and networks to the extent that they too are producers of programs."

Question Moved

In an accompanying letter to the CAB membership, Mr. Duffy states that "the critical point to weigh" is: "Since the committee reports that the CAB rating service and those of all other program research organizations are not ideal at present . . .

"Should CAB discontinue its rating service?

"Or should CAB, now in its 17th year of providing ratings, continue its service and at the same time develop the desired ideals and then put them into effect in an expanding service?"

A legal opinion, drafted by I. W. Digges, CAB counsel, also sent to members, pointed out that if the CAB drops its own rating service and becomes a "validating" agency of the work of others, it would "have no right to enforce your views, nor to coerce, intimidate or threaten others engaged in determining and recording radio listening habits." Should the CAB at some later time decide to resume its own rating service "its legal position would be entirely changed," Mr. Digges stated, adding, "it would appear almost certain that in such an eventuality CAB, its officers and directors, would be made the subject of legal action, for restraining trade."

Members of the committee privately expressed some annoyance over the manner in which their report had been given to the CAB membership. They felt that the letter accompanying the report and the legal opinion tended to argue for the retention of the CAB rating service and against the committee recommendation that it be dropped. This, one committee member said, could hardly be called an unbiased presentation.

On the other side it was pointed out that the committee had been appointed by the board for a specific job and that the question of how their report should be treated was a matter for the board to decide and not the committee and that in submitting the full report to the CAB membership the CAB board had done all that the committee could ask.

Lemke Would Make 50-mc FM a Law

A BILL directing the FCC to assign FM to the 50-mc band was introduced last week in the House by Rep. William Lemke (R-N. D.), who said he would ask the Interstate & Foreign Commerce Committee to hold immediate hearings.

Rep. Lemke said his bill was prompted by complaints from FM broadcasters that the FCC allocated FM in the 88-108 mc band, ignoring propagation tests. He said he took it up with the Commission some time ago, following the first complaints, and was assured "they would give it consideration."

"The next I heard the Commission had moved FM out of the 50-mc band," said Rep. Lemke. He said he had read the FCC hearing record on the FM allocations and had reached the conclusion that the "Commission followed its own engineers and ignored outstanding engineers who protested the move."

Rep. Clarence F. Lea (D-Cal.), chairman of the Standing Committee, said he would refer the Lemke bill to the FCC for comment and determine after hearing from the Commission whether to hold hearings. Mr. Lea expressed doubts that much could be done about new legislation this session, in view of the House Easter recess and since Congress plans to adjourn *sine die* on July 10.

Text of the Lemke bill (HR-6174) follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the FCC is hereby authorized and directed to assign to frequency modulation (FM) radio broadcasting a section of the 50-mc band of radio frequencies.

Hooper-CAB Changes Recommended

McCann-Erickson Cites Fallacies, Remedies

REPORT of a year's study of comparative research methods used by the Cooperative Analysis of Broadcasting and by C. E. Hooper Inc. was released last week by Marion Harper Jr., vice president in charge of research of McCann-Erickson Inc.

The report, compiled by Dr. Hans Zeisel, of the agency's research department, included 10 recommendations which, if adopted, "will re-establish the coincidental rating, within its limitations, as a most reliable research tool," Mr. Harper said.

In a special summary of the 51-page report, these points were made:

(1) Both Hooper and CAB underrate the true size of telephone-home audiences; Hooper by about 10 percent, CAB by somewhere above 20 percent.

(2) On the average, Hooper ratings are about 20 percent higher than CAB ratings for the same program and time period. We found this difference to be caused by three factors: The Hooper interviewer waits 6 telephone rings before he counts a party as not home, and, therefore, not listening, and the CAB interviewer stops after the 4th ring and thus misses some listeners; CAB used an unsatisfactory system of dealing with those listeners who are unable or unwilling to identify the program they listen to; CAB and Hooper use a different statistical treatment of those homes whose telephone is "busy."

(3) Hooper ratings, though on the average considerably higher than CAB ratings, are still somewhat below the true audience level for two reasons: because Hooper (as well as CAB) fail to ask for other listeners in the home if the person answering the telephone answers, "no" to the interviewer's question; because some listeners still will answer the telephone even after the 6th ring and will, thus, be missed, by Hooper.

Survey Differences

(4) The CAB sample is, for an average once-a-week evening program about 30 percent larger for any program rating, than the comparable Hooper sample.

(5) No program is ever checked in "81" CAB cities; even full network programs reach, on the average, only about 65 cities, which, however, still represents twice as many cities as Hooper.

(6) While "more interviews" in "more cities" might eventually be of advantage, it is doubtful whether the present CAB sample is satisfactory; in 65 of the 81 cities CAB makes not more than 15 interviews per half-hour program within one half month period. Experiments would have to prove that 15 interviews are sufficient to sample a city.

(7) The definition of "coverage from without" used by CAB is unsatisfactory.

(8) "Estimated" ratings for programs broadcast after 10:30 p.m. are not generally acceptable unless supported by more research evidence.

(9) Ratings based on cities with outlets of all four networks serve better for appraising the relative pulling power of a program; ratings based on a representative city sample come, theoretically at least, closer to the rating which may be projected against number of radio-telephone homes. But in order to secure such a sample of cities, one must secure adequate representativeness of the competitive situation of the four networks.

(10) In order to determine the significance of telephone home ratings appropriate experiments are to be conducted.

Based on findings of the report, Mr. Harper and Dr. Zeisel recommended:

(1) Any person, answering a telephone, who advises the interviewer that he was not listening, should be asked if anyone else in the home were listening. Radio ratings would thus be increased nearer their "true levels."

(2) Experimentation should determine how many times an interviewer should let a phone ring before considering the home not to be listening to the radio.

(3) Determined probing of listeners who do not identify program or station during the routine interview should disclose whether their listening schedule differs sufficiently from those who do identify the program.

(4) Experimentation through immediate recall interviews should determine the category into which homes whose telephones were busy would have fallen if contact had been established.

(5) Validity of methods of estimating 10:30 p.m. program ratings should be investigated by continuing the experiments which Hooper started in 1943.

(6) The coverage area upon which computation of a program rating is based must not be derived from a self-styled definition of coverage, but determined in cooperation with BMB.

Sufficient Samples

(7) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results from several sub-samples taken under identical conditions.

(8) Experiments should be made to determine for several programs the variations in results between cities by interviewing in each of several cities on a conclusive basis.

(9) Experiments should be made to determine whether the CAB sample is representative of the various network combinations in those cities not covered by all four networks.

(10) The representativeness of random samples of telephone homes should be investigated by determining the validity of using telephone homes to represent all homes.

Upon reading the report, C. E. Hooper issued a statement in which he hoped the McCann-Erickson study would be "a forerunner to future searching inquiry by advertisers, agencies, network and stations into the nature of radio measurements. . . . Up to now, it has been the lot of the measurers to sit in judgment on their own procedures."

Mr. Hooper said, however, that some statements in the report were "at odds with the facts" and that his organization would in the near future "correct" such statements and introduce "our own experimental findings where they will shed more light, identifying new problems created by some of the recommendations introduced by Dr. Zeisel as solutions to old."

Continuance of CAB Ratings Is Urged at ANA Convention

DISCUSSION of radio program audience measurements and continuance of the Cooperative Analysis of Broadcasting in the program rating business highlighted the convention of the Assn. of National Advertisers, held April 15-18 at Westchester Country Club, Rye, N. Y. Allotted 45 minutes of the Tuesday afternoon radio session, discussion of this topic lasted nearly two hours.

Justin Miller, NAB president, addressed ANA's Tuesday luncheon on "The Public Service Responsibilities of Broadcasting." He reviewed recent trends in industry programming and pointed to FCC's usurpation of power in the programming field.

Robert F. Elder, assistant to the president of Lever Bros. Co., presided at the radio session as chairman of the recently created ANA Radio Council. Council was formed, Paul West, ANA president said, to represent the advertiser's viewpoint to networks and individual stations in matters of mutual interest.

BMB Advantages

Following Mr. West's opening remarks, Hugh Feltis, BMB president, discussed the uses of BMB's forthcoming uniform measurement of station and network audiences, citing five ways in which advertisers use the BMB audience information: To evaluate stations and networks, to help buy radio to match product distribution, to help buy radio to supplement other advertising media, to promote programs more effectively and to foster tie-in advertising by dealers and distributors.

Assisting Mr. Feltis in answering questions about BMB were four of the ANA members of the BMB board: Mr. Elder; Lowry Crites, General Mills; Joseph Allen, Bristol-Myers; Donovan Stetler, Standard Brands.

Mr. Elder, as chairman of the committee appointed by the CAB to study radio research methods and recommended the future course to be followed by the CAB, read the committee's report [summarized on page 100]. Bernard Duffy, BBDO president and chairman of the CAB board, reviewed the report's major points, stressing the need for cooperative control and operation of radio program research.

The radio session, like the entire convention, was closed to all but ANA members, but CAB released a detailed report on this part of the meeting. In the discussion following Mr. Duffy's talk, CAB said, the ANA members agreed with the committee's criticism of all present-day rating services and endorsed its definition of an ideal service. But, instead of going along with the committee recommendation that the CAB withdraw from the rating service business, comments were largely devoted to reasons why the CAB should proceed to develop that ideal rating service.

Reasons advanced for continuing CAB ratings, CAB reported, included: The avoidance of a "vacuum period" in research operations caused by dropping the service and not having the new service available; (2) the unjustified power or monopoly which might be gained by a private researcher to the detriment of the radio and advertising industries if CAB ratings were dropped; (3) the advantages of cooperative, tripartite research; (4) the lower and controlled cost of CAB service; (5) the great retail sales area covered by CAB's interviewing sample; (6) the great financial waste which would result from discontinuance; (7) the ability of CAB to improve its own service as against the unlawfulness of imposing its methods on private researchers, and (8) the legal restriction against resuming rating operations if they are once dropped.

Mr. Duffy said the CAB board had approved a research method test by which listening in non-telephone homes and rural areas and small towns could be measured and in December decided to employ experts to evaluate technical and statistical procedures. The actual project was held up due to developments since December, he said. [EDITOR'S NOTE: Presumably he referred to the decision of the networks to withdraw their financial support from the expanded CAB operations.]

WHK, WHKK Actions Reflect FCC's Policy

FOLLOWING the policy outlined Feb. 5 [BROADCASTING, Feb. 11], the FCC last week denied without prejudice two applications and a petition for reinstatement of a third, all involving conflict with current clear channel policies.

Denied without prejudice to the filing of petitions for reinstatement when the clear channel proceedings are completed, they were: applications of WHK Cleveland and WHKK Akron for an exchange of frequencies, WHK seeking to move from 1420 kc to the clear channel 640 with power increase from 5 to 50 kw using directional antenna fulltime, and WHKK switching from limited-time operation on 640 kc to fulltime on 1420 with increase from 1 to 5 kw and directional antenna fulltime; and petition of WHEB Portsmouth, N. H., for reinstatement of application to increase hours on the 750 kc clear channel from limited time to fulltime, directional antenna at night.

Big Shrine Show

SPECIAL program featuring stage, screen and radio stars including Bob Hope, Roy Rogers, Dinah Shore, Tom Harmon, and others on April 27 will join forces with the national Shriners' organization on ABC, 8:30 p.m. William H. Woodfield Jr., guest speaker, will be supplanted as national head of the Shrine by motion picture actor-producer Harold Lloyd in a ceremony following the broadcast. Program is written and produced by Vick Knight, who directed all of the March of Dimes shows.

At Deadline ...

LOS ANGELES STATIONS GRANT WAGE INCREASES

AVERTING threatened strike after two months of negotiations [BROADCASTING, April 15], American Federation of Radio Artists and 12 Los Angeles area independent stations have agreed on announcer wage increases of from 22-41%, with new contracts retroactive to March 17, running 18 months. Stations divided into three salary classifications, with junior announcers eliminated.

KFWB KMPC KXLA are class 1, with $67.50 weekly rate; KFOX KGER KFAC KLAC KRKD KFVD get $57.50 rate; KIEV KGFJ KWKW are class 3, with $52.50 wage. New high of $67.50 for major independents equivalent to top announcer salary on Los Angeles network stations. Agreement, concluded by Claude McCue, executive secretary, Hollywood AFRA, and Dean Johnson, attorney for Southern Cal. Broadcasters Assn., provides settlement of money disputes between stations and announcers by arbitration. Former salary range was from $38.50 to $55 weekly.

ABC RESIGNS FROM CAB; MAJORITY FAVORS RATING

ABC resigned from CAB and Mark Woods, ABC president, resigned from CAB board effective April 30 at board meeting Friday. ABC had submitted resignation in January but was persuaded to continue on temporary basis.

Edgar Kobak, Mutual president, took no action. NBC and CBS were not represented at meeting, which was devoted chiefly to discussion of membership vote on report of committee recommendations for withdrawal of CAB from rating service field. Board decided to withhold action until voting is completed and will meet again next week. It is understood that majority of votes to date favor continuance of CAB rating service.

RMA LETTER ASKS CPA TO EASE BUILDING BAN

POLICY instructions giving special consideration to broadcast station projects because of their public service functions asked Friday of Civilian Production Administration by Radio Manufacturers Assn. in letter following up telegram sent week ago [BROADCASTING, April 15].

RMA telegram had asked CPA to ease building ban by moving station structures from $1,000 exemption class to $15,000. Letter requests policy instructions. Negligible quantities of scarce materials are involved in broadcast projects, RMA reminded CPA.

JAEGER LEAVES ABC

C. P. JAEGER resigns as ABC vice president in charge of creative sales to form new organization allied to radio. Mr. Jaeger said he could not disclose details, but denied reports firm will be talent agency. He has offices at 1 E. 54th St., New York; also will open Hollywood offices.

FIRST FINCH FAX ORDERS

FINCH Telecommunications announced Friday that first postwar FM broadcasters to receive company's facsimile apparatus will include: WHNF New York, KMGM Los Angeles, KJBS San Francisco, WJJD Chicago, San Co., Western Reserve Broadcasting Co., Cleveland.

CBS COLOR VIDEO RELAYED OVER 450 MILE COAXIAL CABLE

TRANSMISSION of ultra high frequency color television over a 450-mile coaxial cable link from New York to Washington and back successfully accomplished last Friday, prior to AT&T's removal of cable from service for technical revision. Although definition of the color was said to be decreased to some degree, there was no loss in color quality as the colors are added at each receiver. Pointing out that this is the answer to prospective video broadcasters who have been worried about possible color network service being unavailable for a long time to come, Frank Stanton, CBS president, said: "The startling fact that programs in full and vivid color can satisfactorily be carried without modification of present television coaxial cable systems, means that color networks can be formed as rapidly as black-and-white networks."

TWO NEWS CLINICS SLATED

TWO NAB news clinics are scheduled in May. John Alexander, KODY North Platte, Neb., will preside at May 11 Nebraska clinic at Kearney, Neb. Nebraska Broadcasters Assn. will meet May 10 at Kearney. Wisconsin clinic will be held May 14 at Hotel Lorraine, Madison, with K. F. Schmitt, WIBA Madison, presiding. Arthur C. Stringer, secretary of NAB news committee, will attend clinics.

GUILD JURISDICTION

RADIO DIRECTORS Guild assumes jurisdiction of 16 CBS Hollywood program directors following agreement between that union and American Federation of Radio Artists. Donald W. Thornburgh, CBS Western Division vice president, approved switch for network. Change will be effected on formal acceptance by two unions.

PHILCO SHUTS DOWN

EFFECTIVE today (April 22) Philco Corp. home radio assembly plants in Philadelphia will close for two weeks because of parts shortages. Some 3,500 employes will be affected, said John Ballantyne, president. Strikes in steel and copper industries, plus lack of sufficient OPA ceilings on many components contributed to shutdown, he explained.

PER INQUIRY OFFER

NAB Dept. of Broadcast Advertising states Harry J. Wendland Adv. Agency, Los Angeles, is circulating per inquiry offer by which stations would run seven announcements weekly on behalf of three western song books selling for $1. Station gets 40c of the $1.

CAN TALK BACK NOW

ACTING CHAIRMAN Denny of FCC invited WGN Chicago Friday afternoon to apply Lea Act to prevent James C. Petrillo from interfering with its programs. When Frank P. Schreiber, WGN manager, testified at clear channel hearings that station had to discontinue U. of Illinois weekly band concerts because of Petrillo demand for a "man for man standby," Mr. Denny interrupted: "You can put the University band back now. The President signed the bill, didn't he?"

People

HUGH BOICE Jr., manager, New York office J. P. McKinney & Co., station representatives and former commercial manager WMBD Peoria, last Friday was appointed general manager of WEMP Milwaukee, succeeding C. J. Lanphier. Mr. Lanphier is president and general manager of new WFOX Milwaukee, authorized last month. Mr. Boice's appointment was announced by William B. Dolph, part owner, on behalf of WEMP ownership.

TED STEELE, released from AAF as major after four years' service, rejoined Benton & Bowles as vice president in charge of West Coast operations, with headquarters in Hollywood.

H. V. KALTENBORN, NBC commentator, April 24 will be guest-speaker at celebrity luncheon of Advertising Club of New York when he will be presented with bronze plaque achievement award of club, in recognition of many years of service in journalism to the American public.

LEE WHITING, general manager of WDGY prior to station's sale to Stuart Brothers [BROADCASTING, April 15], resigned, effective April 21, succeeded by Marvin Drake, general manager KFOR, Lincoln, Neb. Stuart Brothers owned-and-operated station.

LEVY TO YOUNG & RUBICAM

LT. DAVID LEVY USNR, loaned to Treasury's War Finance Division as director of the Radio Section, now on terminal leave and returns May 1 to Young & Rubicam. He will be assigned to Hollywood under Tom Lewis, Y&R radio vice president, as supervisor of West Coast radio productions.

Closed Circuit

(*Continued from page 4*)

building. Unusual zoning laws sharply limit available sites.

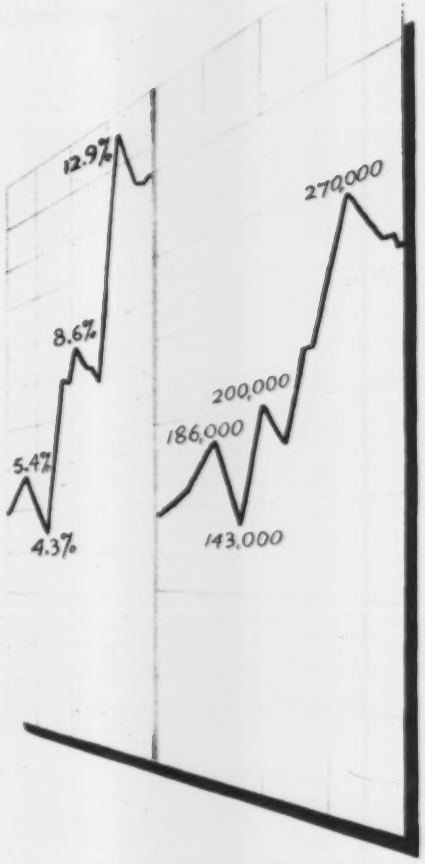
ANNING M. PRALL, son of late FCC chairman, who holds executive position with Raytheon Mfg. Co., also assumes post of Director of Broadcasting. Raytheon has several FM applications pending and participated in Boston hearings earlier this month.

THAT Oscar idea for radio, batted around for months, came up swinging again Friday at quiet conference in NAB's headquarters. Flossy version suggested by promoters of movie industry's Oscar project has been cold-shouldered but less extravagant plan may be proposed at board meeting next month. Board pigeonholed idea in January.

GEORGE C. W. BROWNE, assistant controller of radio for Canada in Department of Transport, Ottawa, expected to be appointed controller of radio April 26, following retirement April 25 of Walter A. Rush. Both men are well known among top government radio executives throughout Americas.

NAB BOARD of Directors at next meeting probably will get proposal from President Justin Miller to amend a by-law adopted by mail ballot last year, opening membership to all applicants. Mr. Miller and other NAB officials understood to be unhappy with the by-law as it stands, feeling that NAB doors are thrown wide open to any and all comers, regardless of their legitimate interests in prosecuting applications.

What do you want PERCENTAGES or PEOPLE?



MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projectible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven midwestern states. A rating of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION